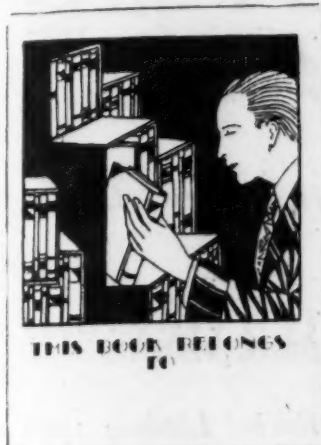


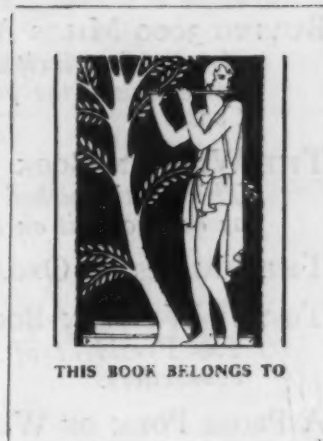
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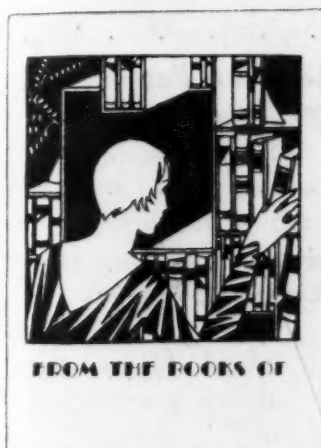
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Publishers of Greeting cards, Book wraps, Stationery packets, etc.

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Forthcoming Issues

✿ ✿ ✿ In next week's issue Ruth Brown Park, who wrote last week on May Goodwin and the F. and E. Stoneham Circulating Library, will write on "The Circulating Library in London." Circulating libraries in England have long been popular and so have been highly developed and Mrs. Park who has been studying them this winter will have much of interest to say. ✿ ✿ ✿

In the same issue Franklin Watts will write about department store book section management in an article titled "Keeping Within the Budget," and Downing Palmer O'Harra will continue his history of book publishing in this country with the last half of his chapter on underselling and the booktrade organizations that fought to oust the practice. ✿ ✿ ✿ In the monthly Old and Rare Book Department John Winterich will add the story of "Vanity Fair's" publication to his *Romantic Stories of Books* series. ✿ ✿ ✿

✿ ✿ ✿ In the April 27th *Publishers' Weekly* the Western Booksellers' Convention will be reported in full and on May

11th the Pre-Convention number, devoted to Boston and the convention there of the American Booksellers' Association, will make its debut. Among the articles in the Pre-Convention number will be one by Dorothea Lawrance Mann, who has been doing some very interesting research and has discovered some valuable unpublished material on the booktrade of Boston's early days. ✿ ✿ ✿

THE PUBLISHERS' WEEKLY

The American Booktrade Journal

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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, APRIL 13, 1929

Buying 3000 Miles Away

The Coast Has Problems All Its Own

Albert C. Read

Principal of the Order Department of the Los Angeles Library

BOOKSELLING in the far west, and especially on the Pacific Coast, suffers under its peculiar handicaps, and full appreciation of these disadvantages by eastern publishers would greatly assist the dealer in solving his problems, as an understanding of the difficulties would doubtlessly bring aid in their solution. The distance between the point of production and the place of distribution is, of course, the prime difference between doing business in the east and in the far west, but several problems are involved in this matter of mileage.

One great handicap, and indeed about the greatest, is the initial investment and necessary risk of carrying a large stock. Consider, for instance, the stocking of a couple of dozen of the most popular books of the year for the holiday trade. In order to have these books on hand in sufficient quantity to supply the demand, the bookstore buyers must place their initial orders when the traveler makes his fall trip, selecting from the twenty or thirty larger lines the ones which he believes will be most in demand, and buying for the larger stores from one to five hundred each. These he must order far enough in advance

to have on hand when the holiday trade sets in, at least a month before Christmas. If they are ready for shipment early enough he can get in by water at \$1.25 to \$1.60 per hundred, but if they are not issued by the first of November (which is usually the

case), he must bring at least part of them in by rail at \$3.22—more than double that transportation cost. And then if he has guessed wrong he must either carry over stock, which in many cases he will have to “plug” at fifty cents on the dollar or less,

MR. READ has analyzed in this paper the grave buying problems which confront the Western dealer. Mr. Read has had many years of bookstore experience in addition to his library work.

or wire for shorts by express at \$8.00 per hundred. In addition to this he is penalized by the publisher in most cases by having to pay a higher price, since most houses give a shorter discount on all orders not placed with the traveling salesman, classing them as “pick-ups” at a difference of 3% or more in discount.

Now a “pick-up” is really an order for a few items to fill special orders or to fill in minor shorts for stock, but additional orders in fair quantities for books which are being actively pushed and on which the first quantity orders have been used up or on which stock is always carried, are not in reality “pick-ups” and should in fairness to the dealer be filled at stock order

discounts, since the dealer is already suffering a cut in his margin by having to stand the increased carriage charge. Even on a wire order the Pacific Coast is at least a week distant by express, two weeks or sixteen days by freight and four or five weeks by water. This may not figure by the carrier's schedule, but by actual practice will be found fairly accurate figuring from date of the wire to actual receipt of the goods.

Consider the bookseller's position on the Pacific Coast in comparison with his more fortunate brother located in New York City who can do a large portion of his business on the publisher's capital. The New York City dealer may buy as conservatively as he pleases, standing very little chance of losing, unless he cares to plunge on quantity in order to secure the increased discount, and rarely losing a sale of an important title for lack of stock which he can get in a short time by a telephone call or at a small expense of carfare by sending a messenger. Or even the dealer in the New England or middle west who at the expense of a wire might have his order filled in twenty-four hours by express, or a few days by freight—that is, provided of course that his orders are filled promptly upon receipt, which is an entirely different story.

The Problem of Investment

But most important of all is the matter of investment which, it will be readily understood, must be much greater when additional stock is so difficult to secure and the cost so considerably greater; also in trying to supply the trade the "plugs" must also be in greater proportion to total purchases. Of course, longer dating is frequently granted the western dealer, and this is a help, but does not equalize the situation. Also, he must carry a large assortment of titles which sell only every year or two, if he is to keep a first class store. All things considered, it is probably conservative to estimate that he must have an investment of twice the stock of the far eastern dealer to do a similar bulk of business.

Another problem which must be fairly met if the far western dealer is to be given an even break in the matter of prompt receipt of new publications is that in many cases shipment is not made until a few days before publication, not allowing sufficient

time to reach its destination by the announced date. It is not unusual to receive a New York bill stamped "do not expose for sale" at a date only a day or two subsequent to the date of the invoice. It would seem possible to begin the run long enough in advance of the publishing date to insure the books reaching their destination at the advertised time, shipping the advance run to the far west, then the middle west, leaving the supplying of the nearby markets for the later copies from the press. It certainly seems probable that such a solution to this problem must have occurred to the publishers, but it certainly has not been satisfactorily applied, since only a small proportion reach this market on time. The publishers' answer to this will be that the dealers will not observe sale dates honestly but will sell as soon as received, but even this could be discounted by shipping only long enough in advance to allow exact time for shipment. But at that, the periodical publishers are able to enforce sale dates even when delivering in advance.

The Need for Coast Depositories

Of course, the simplest solution is establishment of depositories on the coast, which has already been done by two of the largest general publishers and by a number of the textbook houses, and is proving quite satisfactory, when sufficient stock is carried to supply the demand. Another method which has been tried in a few instances is to forward stock to the traveler for distribution; this can be done in a few instances, especially when the traveler lives in his territory which is now the case with a considerable proportion of the representatives of the largest houses, but this is at best a make-shift, and only aids in the advance orders of the most important items.

Several years ago a suggestion was made that a number of publishers might join in opening a joint depository on the Pacific Coast where stock could be carried and billing and other expenses shared, but although no objection was found to the idea, and it even was favorably received in theory by a number of publishers, it was never really seriously considered. Such an idea would be even more practical now that so many of the representatives live in the west, since they could be responsible for

the stock and selling, and the warehouse manager need only handle such clerical work as checking in stock, filling orders and billing. At any rate, it would certainly seem profitable that publishers carrying a good stock on the coast and thus filling orders quickly would secure a larger proportion of the business than those doing business from a transportation distance of from one to six weeks.

There is also the matter of prompt and accurate filling of orders and careful attention to routing instructions. Corrections cannot be made quickly over 3,000 miles. When one realizes that each day's delay in receipt of goods may mean loss of several sales of a big seller for a dealer in this territory, the publisher should use every effort to get the books out within twenty-four hours of receipts of orders, and the bills should also be mailed promptly, which is not always done, as shipments are frequently received before the bills, which causes delay and confusion in checking.

The distance from the market and the cost of transportation are unalterable facts, the necessity for large stocks involving greater capital investment is unavoidable, but when the retail selling cost is fixed at a uniform price throughout the United States, is it not unfair to put the entire cost of transportation and investment upon the distributor? What other merchandise is thus handicapped? Automobiles are sold at factory prices plus cost of transportation, and merchants are allowed to fix their own selling prices on most commodities; or if not, selling prices vary in different localities; even subscription books increase in cost to the consumer with the transportation cost; only the bookseller is left to absorb all these additional charges with so slight a difference in discount and in dating that he must sweat the entire loss out of his own hide.

Then there is the distributing of advertising outlay. Only a small proportion of this money goes west of the Mississippi River, although it is true that a large portion does reach national distribution in

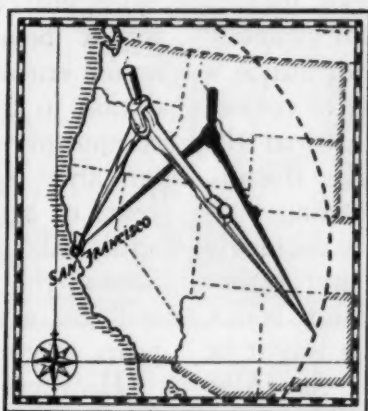
magazines, but consider what proportion of other nationally advertised products are exploited in daily papers throughout the west. If the sales in this district do not justify such an outlay may it not be because it has not been given a fair trial? The

west is certainly a book-consuming community, and could be made an infinitely greater one by proper handling. Three single public agencies for book circulation in Los Angeles, the Public Library, the County Library system and the City School Libraries spend annually in excess of five hundred thousand dollars for books, exclusive of textbooks, and the many college libraries and smaller city libraries in Southern California would make a large total even without the bookstore dealers, and this

in itself makes a business worthy of consideration. It is true that western centers of population are much further apart than in the east, but metropolitan dailies reach the scattered communities promptly and are almost universally read. A fair proportion of the advertising appropriation spread among the widely read papers might be an experiment worth a trial of at least a sufficient period to check up results.

Careful analysis of the total sales in the far western cities in proportion to population will reveal the fact that the westerner as a reader and buyer of books is well up to his eastern brother and is well worth cultivating, and active cooperation with the dealer is sure to show beneficial results. Encouragement of existing stores by insuring them a reasonable profit instead of granting credits to new accounts of doubtful value and improbable future would probably strengthen existing outlets and lessen losses.

No problems which will come up at the Convention in San Francisco will be of such importance to dealers west of the Mississippi as those outlined above. These are the problems, added to the common problems of the bookseller, which make life difficult for the western dealer. This Convention offers an excellent opportunity to lay the problems before the National Organization and before the eastern publishers.



San Francisco Serves 11,000,000 Consumers West of the Rockies

The Western Book Market

Paul Elder

IN order to understand the book market in the west, it is necessary to visualize it, not as a remote hinterland, but as a field of metropolitan cast, smaller of course, but not proportionately smaller, than the market afforded by New York, Boston, Chicago and like cities. The reading public in California, for instance, is decidedly sophisticated, decidedly active, and rather more likely to demand the latest books, both fiction and non-fiction, than might be expected of any state between the Alleghanies and the Sierra Nevadas. This point is not hard to explain. The steady growth of population, largely made up of people of some wealth and culture, has created a disproportionately large market for the luxuries, with the bookseller potentially able to reap his share. In the large eastern centers, with an almost stable population, the growth of the demand for any commodity must be very slow, and the business can only be shifted from one merchant to another, and if one benefits, his competitor must suffer. In the west, however, the reverse is the case. The market is growing so swiftly, that any effort on the part of a bookseller to stimulate his own business, must necessarily help all the others in his field. This condition is likely to exist for many years to come, for foremost students of the trend of population have confidently proclaimed that the west coast will, within a decade or so, grow in unheard of proportions.

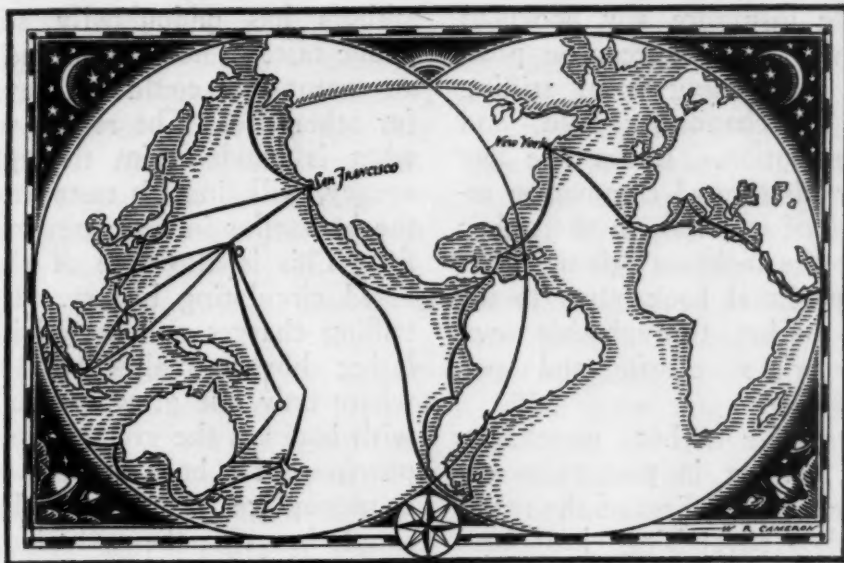
That the western field for bookselling is not merely a matter of population but is stimulated by other factors as well, is evidenced by the fact that of all the states in the Union, California has the largest Parent Teacher Association, and the largest Federated Women's Club membership, not in proportion to population, but in actual numbers. With state-wide organization, and a unit in every village and town, these groups constitute a most important source of readers of every kind of better class books. Then we have, in every city on the coast, of metropolitan proportions, one or

more universities, the University of California being the largest institution, in actual enrollment, of any educational foundation in the world. With very exacting compulsory education laws, requiring attendance at some school until eighteen years of age, and with a great impetus for adult education under way, it is safe to predict that the number of bookish persons will increase in an extraordinary ratio in years to come.

However, it is not at all likely that the booksellers, and therefore the publishers, will reap this golden grain without effort. Many other luxuries and near necessities are in competition with books for the favor of this pleasant market. If the bookseller is to be successful, he and the whole business of publishing and distributing books must keep up with the modern trend of commerce. While not forsaking the cultural aura of the guild, which is one of its most valuable assets, he must face the fact that bookselling is merchandising of the same nature as that of any other commodity.

The publishers who have seen this need for an up-to-date viewpoint have gained results, especially in the western field. Books, ancient and honorable companions in the past of the "classes," have now become the boon companions of the "masses." Those publishers who have been farsighted are already reaping their wise sowing, in the western market.

Especially is this true in the matter of distribution. It is of the greatest importance that a bookseller be able to restock on a suddenly popular book within a reasonable time. If a popular lecturer reviews a book, or some notable author visits a city, many sales are lost because an emergency call must take weeks to fill. The demand is come and gone before the bookseller,—or the publisher—can supply it. To the eastern minded publisher, used to the short hauls between the largest cities, the "magnificent distances" of the West are incomprehensible. It is not possible,



Three-fifths of the world's population lies within the trade domain of the port of San Francisco

for many reasons, that the bookseller should foresee, by over-buying, every possible contingency. The solution lies in distribution points to cover the growing west.

The bookseller, on his side, must be in touch with the activities of the community in which he is conducting his business. Theatres, sermons, lectures, notables in every field of human fame, new industries, all are grist to the booksellers' mill, if he will keep step and act intelligently to take advantage of his own field. The public will read about whatever is in its mind as an interest, and the bookseller's timely displays, often of technical or outmoded books on special subjects, may reap him a golden harvest. A natural corollary to this is, of course, the need for educated and alert clerks in the stores. The average bookbuyer regards the bookseller not as he does other merchants, but rather as a confidential guide to books, more as a librarian than a salesman. If he is not betrayed in his trust, he will continue to hold this mutually beneficial view. The bookseller, especially in the smaller centers, may become a real leader in literary taste, and if he is wise, he is the literary adviser of the women's clubs, the ministers who give book reviews before their congregations, and of the local librarians and teachers of English and literature in the schools. In the larger cities of the west, he does not come into such complete contact with the

individual directors of thought, but still his function in this regard is not inconsequential in directing the reading tastes of his community.

The value of local newspapers in helping the bookselling field, naturally depends on the book reviewer and the amount of emphasis given to books as "news" by the editors of the local press. Naturally, the larger the advertising allowance, the more notice the merchandise advertised is likely to get. If book publishers would realize how fertile the now fallow fields of western bookselling could be if a little more advertising seed were sown in local publications, results would soon be evident in more general employment of adequately trained book reviewers. With a few notable and individually gratifying exceptions, our Western newspapers do not maintain very stimulating book pages. The haphazard occasional book reviews in most of the newspapers, compared to the special pages devoted consistently and skillfully to other commodities, such as drama, music, food, fashion, radio and automobiles, is merely a friendly bid for reader interest, kept up largely as a tradition. With an adequate advertising budget, this department of the newspapers could be vitalized into a real aid to the bookseller, not only for the immediate sale of individual books, but for that intangible, but overwhelmingly important, development of the public taste toward reading, which is

the best possible insurance any bookman can have for his future mercantile prosperity. Timid advertising is of trifling benefit in any merchandising field, and books are no exception. Books like any other nationally distributed commodity require their share of emphasis in the public mind, especially the intimate "tie-up" that introduces the potential book buyer to the national book market through his own favorite newspaper's advertising and book pages.

Booksellers, unlike other merchants, have had their contact in past years entirely with the editorial offices of the newspapers, and the advertising has been merely incidental. Books have been reviewed rather to give the periodicals a literary tone, than as a reasonable source of advertising income. This might very well be changed, so that at least when a book is reviewed, there would be a reasonable assurance that the bookseller has a supply of the book in stock, or conversely, that the reviewer should consult, to some extent, as do the dramatic and music critics, the local impressarios of the book world, in choosing the books to review.

Apparently the most stimulating factor in the local book market in the west is the popular lecturer, not necessarily a book reviewer at all, who mentions or recommends a book to his hearers. Some of these lecturers have an important following, and their work is taken quite generally by that division of the public that does not choose its books from publishers' catalogs, or the reviews of the national magazines. Of course in the university centers, the required books for the various courses given at the college will be in demand, and it is true also that when the professors lecture to extra-mural audiences, the books they recommend are asked for, providing their lectures are popular enough.

The much discussed effects of the book guild and the various book club movements, it seems to the writer, are good rather than bad for the business of the local bookseller. If a reader is created through any agency he will stay a reader. He will not be satisfied with one or two books a month, but will join the army of book readers—and buyers—for ever afterward. The policy of the guild and book club in choosing a diversity of subjects and

authors has undoubtedly stimulated the public taste in non-fiction and biography to an extent that could not have been hoped for otherwise. The reader who will read what is handed him through some such agency, will find his taste broadening, and the bookseller in his community will benefit. This is also true of the greatly debated circulating library. By dint of its trifling charges and accessibility the circulating library makes two readers grow where only one grew before. Familiarity with books is the great factor. When the purchase of a book becomes as much of a commonplace as the purchase of other simple luxuries, the millenium of the bookseller will have arrived. Any method of making books a necessity in the household, through constant association, is to be welcomed by the wise bookman without reserve. This is particularly true in the west, where so many new homes are being established constantly, and where habits of living are still in formation. When the lares and penates are moved, or when new ones are set up, the standards of life are likely to be altered, and books are among the habits that can be crystalized with little effort, if the communal atmosphere into which the new home comes is already established as a bookish one. The libraries, schools, public and circulating — the women's club book section, and the mid-week lectures at the churches are all factors and should be encouraged and aided by the far-sighted merchant of books.

Anything that leads to wider culture or education in the community, expands the field of bookselling. Publisher, bookseller and all the allied trades and crafts, should join hands in aiding the dissemination of education for the mutual aid of all of them.

As to the individual market in the west it would seem that California leads the other states in this region in the absorption of books, with Southern California slightly ahead of Northern California. San Francisco is an active book center, not only for modern books, but for fine old books and other printing items. There is a growing center of artistic bookmaking there, and several well-known connoisseurs of book collecting, so that there is a marked growth in this direction. The two universities, Leland Stanford, Jr., and Uni-

versity of California, add to the literary atmosphere, and quite a large proportion of nationally famous authors resident around the bay contribute their quota of interest in the printed word. In Los Angeles and the other cities adjacent and contributory to the southern metropolis, the market is growing by leaps and bounds, and has passed San Francisco. In the interior cities of the state, the market is healthy and growing.

Seattle is fairly active, with the opportunities still to be developed, and Portland seems rather sluggish. Spokane is not very active, and Denver, Salt Lake City and the other cities away from the coast lack the sharp stimulus of heavy influx of population, according to the somewhat incomplete reports which the writer has been able to glean from chance visitors in hurried interviews. The problem of distribution reaches to these points also, and the need

for up-to-date methods of merchandising, both on the part of the publishers and the booksellers.

As a conclusion, and to sum up, the western market is growing and fertile for the active worker. There is every reason to believe that a healthy and increasing demand for every type of book will be felt during the coming season, and that the battle will be, as usual, to the strong, with the weak participating, willy nilly, in the general prosperity.

The west must be thought of as an economic and geographical unit, almost as remote from the East in needs as though an ocean and not a continent separated them. Until publishing, a business of necessity conducted in the great eastern centers, realizes this need, as nearly all other great industries have, the full growth of the sale of books in the Western States will not have been reached.

The Values of Organization

Ellis W. Meyers

Executive Secretary of the American Booksellers' Association

THE problems which confront America and particularly the United States are more difficult than those of other countries with the exception of such physically large ones as Russia and China. The difference between our difficulties and those of the other two is due entirely to the fact that we are desirous not only of keeping up with, but of leading the procession, while they seem never to have bothered about where the other fellow was going. This is particularly true when speaking of the organization of business and trade.

The country is too large for easy organization and because it has drawn from every portion of the globe for its population and, because there is such a variation of climatic conditions, it is full of people who have different ideas, different opinions and different ways of doing things. When boasting, of course, we call this variation an "exercising of individualism." Actually we have communities lying next to each

other which may have entirely different sets of ideas, entirely different patois and which are in every outward aspect entirely different.

The difficulties in the path of organization were seen and understood many years ago by the rapidly growing individual manufacturers who in an effort to "cover" each of the forty-eight states formed branch offices. In doing so, they established principalities within the domain of their kingdoms, each ruled over by a district manager who was in authority but who paid tribute to the "home office." Unless there was a governing head, one central source from which the power flowed, there was no organization. With the manufacturer who was intent on achieving national distribution, this type of organization was at first exceedingly costly but once having it he was in a position to exercise complete supervision over his business and able so to organize it that every part of it worked in harmony with every



Ellis Meyers at his desk in the offices of the American Booksellers' Association

other part. Through that organization his business prospered so that finally the cost was merely fairly proportionate to the income.

In the case of the retailer, however, such organization was very much more difficult.

But the retailer grew up and organized, that is, he joined with his fellows and at first merely raised his voice with theirs in a chorus of lament. Then some groups of retailers decided that it might be possible to agree upon an ethical code of procedure for a particular industry and a trade association was organized, and trade organizations became organized one after another and developed one after the other until today they are not merely names but are active participants in the business of those whom they represent. Through their moral suasion, they convinced those with whom they dealt of the sanity of adhering to the code of ethics of their businesses. Then they went a step further and developed money saving or business producing devices for their members. And so they justified their existence.

If one looks at the trade association critically, one is amazed not at what it has accomplished but at what it can accomplish as it progresses in organization. The very best, and by best I mean those which are

doing the most for all of the members of the trade, have hundreds of times as much to do as has been done but in order to do it there must be a unity of purpose and co-ordination of action on the part of every member of each trade. This does not mean merely that each member shall give five or ten or two hundred dollars and say, "I am a member of your Association. Now go ahead and do something"; it means that each member shall look at the work that his Association is doing and shall say this and this will be helpful, but that will not, *and shall explain why* this and this will be helpful and that will not, not only to his friend around the corner but to every member of the Association. And, as every Association has devised some channel through which this information may be passed, it is through that channel that it should be sent so that the entire membership may have the benefit of every member's thoughts. In addition, each member should offer suggestions for further work of the organization. Now it so happens that every Association that is worth anything has some office through which these remarks, suggestions and criticism ought to pass during twelve months of the year. Every single individual who is a member of a trade should see

to it that that office is continually receiving something from him. But there is one time when each one has an opportunity to express himself not to that office but to his fellow craftsmen and that is the time of the annual Convention.

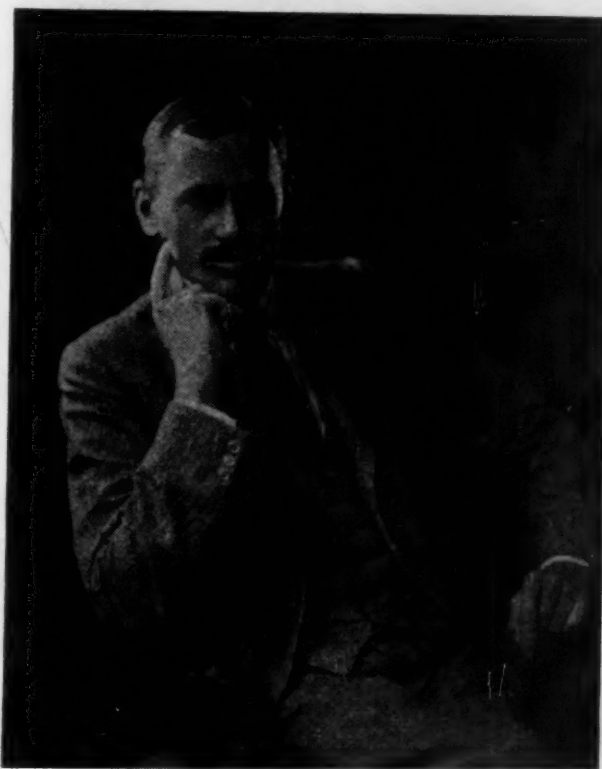
The American Booksellers' Association has met for many years but because this country is so large, it has not been possible to have a good representation from the western half of it. As a consequence, this year we will have the first Convention

of the Western Division, in order that the half that has not before been represented may exercise its prerogative in directing the destinies of that organization and through this first gathering the booksellers will attain a better organization, for out of it will come an active Board of Trade that will work hand in hand with the Eastern Board of Trade, and out of it will come a feeling of close relationship with the Executive Office in New York, and some part of the many things that are left to do.

To the Western Booksellers

Joseph W. Lippincott

President of the National Association of Book Publishers



A MOST interesting and promising step forward! The growth in this rich field surely warrants the encouragement that special and ably conducted conventions promote. It will be surprising if the naturally resultant concentration on local, as well as on general problems, does not prove particularly productive at this time. There is a certain magic in the two words "the west," an appeal due to realization of great possibilities still existing in that wonderful territory. The western convention, well advertised as it is, will have all eyes upon it, including those of the public. It has a big opportunity.

Best success to it!

A Prose Poem of Welcome in Praise of the West

Vachel Lindsay

THIS gathering of special tribes on the United States western coast interested in the distribution of books, the librarians, the publishers, the fine printers, etc., has its touch of fancy and fantasy for those inclined that way. The old coast still echoing with Bret Harte and Mark Twain, meets the new coast of Jack London, George Sterling, Upton Sinclair, James Stevens, Mary Austin, and Robinson Jeffers.

Palms, the coast poetry magazine, is edited some times at Guadalajara, Mexico, but published at Aberdeen, Washington. The coast is a unit. With all their local qualities people visit, court, marry, take holiday from Spokane to Los Angeles with the intimate unity of Manhattan and New Jersey.

Chicago and New York are far off as London from the gossipy domestic standpoint. The lavish off-hand way people buy tickets up and down the coast, versus the extra formal way they buy transportation eastward through the Rockies is one of the most amusing things in United States economics. Idaho, Washington, Oregon, California, Nevada, Utah, Arizona, are a definite unit as hard to generalize upon as any definite unit, but they are unmistakably a unit, on the whole much older and more precisely and elaborately organized than the row of states just east of them. The old cowboy country just east of Pike's Peak is still the west. The Pacific slope is nearer China, more august, confucian, immemorial.

The Pacific coast has been a definite producer of literature for a long time. This convention is an effort to make it easier for it to be a consumer. When these three hundred high-power experts in making books sail and fly about, are assembled at the

Francis Drake Hotel, San Francisco, they have a most ancient and honorable name to invoke, and can step back to the time when the British and the Yankee and Virginia languages were not divided from one another; when it was as easy for the British to understand the New World settler as it is now for a New Yorker to understand the phraseology of a man from San Francisco.

And the world sweeping visions of that gilded Drake ad-

venturer for Elizabeth, can rouse them to new voyages in this New Cathay.

There has never been lacking that intense artistic concentration which produced worthy things. But now comes the battle to get all these splendors far into the most inaccessible camps, to bring the eager book and the eager isolated but imperious citizen together, to find no reader without his ultimate book and no book without its ultimate reader, in this magnificent region where the United States form of the Elizabethan language goes marching on, conquering and to conquer, where the Francis Drake Hotel has its doors wide open, with the very waves that roll in from the beach singing the sweetest Elizabethan old country-house Madrigals, mingled with songs from all the borders of Pacific seas.



Vachel Lindsay

Greeting to the Western Booksellers

Arthur Brentano, Jr.

President of the American Booksellers' Association

THE American Booksellers' Association extends its heartiest greetings to the western branch upon the occasion of its first annual convention in San Francisco on April 15, 1929.

There can be no question that, in forming a western branch, the booksellers of the west coast are filling a long-standing need and that a cooperative body, solving its own peculiar problems, will result in an increased confidence and an increased business. It is a splendid step forward.

The members of the western branch may be assured at all times of the full cooperation of the Association as a whole. We look forward with great interest to a report of progress at our convention in Boston on May 13th.

Too long have the common interests of the retail bookseller been neglected, and the success of us here in the east leads me to believe that as allies in this movement much will be accomplished for themselves as well as for the booktrade in general.

The lack of solidity so apparent in this booktrade has been the chief reason that this industry has not flourished. Our interests are one, and we should all work together for our mutual benefit.

Since the establishment of the American

Booksellers' Association, and with the hearty cooperation of all its members, we have been able to do things in a body which we could never have accomplished as individual booksellers. It is not necessary for me to go into detail because our repre-

sentative, Ellis Meyers, is on the coast to give you the benefit of his own experience and the experience of our organization. We know that there will be an interchange of ideas from the east to the west and from the west to the east which will be of advantage to all of us, and we feel sure that the same problems that we are forced to face, will be more readily solved by all of us working in complete harmony. We want you to keep in touch with us at all times. We hope to profit by your years of knowledge of the book business, and we want you to feel



Arthur Brentano, Jr.

free at all times to call on us.

In closing, let me congratulate you and express my heartfelt good wishes for the future success of your Association with the hope that by all pulling together, the profession of bookselling shall take on a new dignity; that the relationship between ourselves and the book publishers shall be ever a happier one, and that our united front will redound to the benefit of the public who buy books.



James E. McRae



John W. Graham



Daisy C. Sage



Theodore M. Lilienthal



Richard G. Montgomery



Leon Gelber

SOME
REPRESENTATIVE
WESTERN
BOOKSELLERS



Gertrude Andrus



Paul Elder



Parker C. Palmer



Eugene Sommer



Leslie I. Hood

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leypoldt

EDITORS

R. R. BOWKER F. G. MELCHER

Subscription, United States \$5; Foreign \$6; 15 cents a copy

62 West 45th St., New York City

April 13, 1929

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

The Western Convention

THE booktrade as one man wishes it were traveling to California today, having bought its ticket in either the lavish offhand western way or the extra formal eastern way described by Vachel Lindsay on another page of this issue. At this, the first of the A. B. A.'s western conventions, not only will the special problems of the west be discussed and brought to the attention of the Association as a whole and to the eastern publishers, but the point of view of the western dealers upon problems which face the whole trade will be listened to everywhere with respect. The program outlined by the San Francisco committee is very ambitious, with papers on "The Publisher as a Creative Social Force" by Alfred Harcourt, "Education of the Young Bookseller," "The Bookseller and National Advertising," "The Radio and Reading," one on "The Function of the Bookseller in the Community," and "Indirect Versus Pressure Selling." John Curtis, President of The Bobbs-Merrill Company, will speak on "Memorable Days in American Publishing."

The *Publishers' Weekly* will report the convention in full in its April 27th issue, so that before the Boston Convention, the papers presented in San Francisco may be studied.

The New Census Figures

STATISTICS released today by the Bureau of Census at Washington indicate a ten per cent. increase in book production since the last census of two years ago. The total number of bound books issued in 1925 according to the 1927 census was 200,997,249; this has now risen to 227,495,544, while pamphlets have increased from 232,214,004 to 242,879,403. These figures show a reassuring growth in the fields of publishing and book distribution. Some of the increases in the special classifications are especially interesting. Children's books show an increase of 25%; biography, about 20%; fiction, 20%; religion and philosophy, 80%; travel, about 40%. The figures have increased at the points where growth was expected.

When the *Publishers' Weekly* released the 1925 figures in the March 5, 1927 issue, these were from advance preliminary figures sent out by the Census Bureau. These figures were later considerably revised, the most conspicuous change being in the juvenile classification. Le Verne Beales, Chief Statistician for Manufactures, writes concerning this change: "The preliminary figures were not incomplete in the sense of having been based on returns for only a part of the industry. The differences were the results of corrections and revisions. It is practically certain that no material changes will be made in the 1927 figures as they appear in the preliminary report." But the 1927 figures here released are preliminary and subject to correction and are so headed.

The National Association of Book Publishers suggested when the biennial census was begun in 1919 that an attempt be made to classify the statistics in 15 instead of 21 classifications. They also suggested that books and pamphlets be separated, as when the two were lumped together, especially as the number of pamphlets is apt to vary enormously, it was impossible to do more than generalize about the figures. In 1927 the census figures were classified according to this new plan. This is the second time, then, that the figures have been grouped in this way, and the first time when any comparison could be made. These figures are enormously valuable and are constantly referred to by the booktrade.

The New Publishing Census

Department of Commerce Has Released Today the New Biennial Statistics for the Printing and Publishing Industries for 1927

TABLE I

CENSUS OF BOOKS AND PAMPHLETS PUBLISHED IN 1925 AND 1927

CHARACTER	Number of copies 1927	Number of copies 1925
Aggregate	470,374,947	433,211,253
<i>Books</i>		
Total	227,495,544	200,997,249
Textbooks (for school use)	83,849,664	78,641,843
Juvenile	31,047,094	25,213,635
Agriculture	282,861	463,107
Biography	3,075,121	2,691,583
Fiction	36,553,507	30,598,410
Fine Arts	943,952	1,062,729
History	1,462,193	1,253,147
Law	2,493,510	2,239,116
Medicine	1,168,755	1,560,169
Poetry and drama	6,281,165	8,817,255
Religion and philosophy	22,220,536	12,244,224
Science and technology	2,392,044	2,094,343
Sociology and economics	875,191	563,471
Travel	1,190,569	704,825
Miscellaneous and not specified	33,659,382	32,849,392
<i>Pamphlets</i>		
Total	242,879,403	232,214,004
Texts (for school use)	22,824,621	27,661,513
Juvenile	2,739,166	3,481,050
General literature	217,315,616	201,071,441

TABLE II
SUMMARY FOR THE INDUSTRY AND ITS BRANCHES: 1925 AND 1927
THE INDUSTRY AS A WHOLE

	1927	1925	Per cent of increase
Number of establishments	22,542	21,056	7.1
Wage earners (average for the year) ¹ ..	261,671	251,272	4.1
Wages ²	\$473,221,233	\$438,832,974	7.8
Paid for contract work ²	\$173,237,581	\$138,872,030	24.7
Cost of materials, shop supplies, fuel, and purchased power, total ²	\$661,959,396	\$610,058,696	8.5
Material and supplies	\$642,505,009	(³)
Fuel and power	\$19,454,387	(³)
Value of products ²	\$2,507,425,913	\$2,269,638,230	10.5
Value added by manufacture ⁴	\$1,845,466,517	\$1,659,579,534	11.2
Horsepower	481,194	408,308	17.9

THE NEWSPAPER AND PERIODICAL BRANCH

	1927	1925	Per cent of increase
Number of establishments	10,973	10,625	3.3
Wage earners (average for the year) ¹ ..	119,399	117,001	2.0
Wages ²	\$231,150,683	\$217,540,967	6.3
Paid for contract work ²	\$107,721,901	\$85,557,570	25.9
Cost of materials, shop supplies, fuel, and purchased power, total ²	\$409,813,880	\$379,540,602	8.0
Materials and supplies	\$398,544,120	(³)
Fuel and power	\$11,269,760	(³)
Value of products ²	\$1,585,075,512	\$1,447,661,177	9.5
Value added by manufacture ⁴	\$1,175,261,632	\$1,068,120,575	10.0
Horsepower	286,234	237,662	20.4

BOOK AND JOB PRINTING BRANCH

	1927	1925	Per cent of increase
Number of establishments	11,450	10,322	10.9
Wage earners (average for the year) ¹ ..	141,278	133,316	6.0
Wages ²	\$240,392,870	\$219,830,346	9.4
Paid for contract work ²	\$62,696,328	\$50,531,031	24.1
Cost of materials, shop supplies, fuel, and purchased power, total ²	\$250,487,149	\$228,689,864	9.5
Materials and supplies	\$242,343,505	(³)
Fuel and power	8,143,644	(³)
Value of products ²	\$906,468,767	\$806,887,417	12.3
Value added by manufacture ⁴	\$655,981,618	\$578,197,553	13.5
Horsepower	193,617	169,283	14.4

THE MUSIC PRINTING AND PUBLISHING BRANCH

	1927	1925	Per cent of increase or decrease (—)
Number of establishments	119	109	9.2
Wage earners (average for the year) ¹ ..	994	955	4.1
Wages ²	\$1,677,680	\$1,461,661	14.8
Paid for contract work ²	\$2,819,352	\$2,763,429	2.0
Cost of materials, shop supplies, fuel, and purchased power, total ²	\$1,658,367	\$1,828,230	—9.3
Materials and supplies	\$1,617,384	(³)
Fuel and power	\$40,983	(³)
Value of products ²	\$15,881,634	\$15,089,636	5.2
Value added by manufacture ⁴	\$14,223,267	\$13,261,406	7.3
Horsepower	1,343	1,363	—1.5

(¹) Not including salaried employees.

(²) The amount of printers' and publishers' profits can not be calculated from the census figures, for the reason that no data are collected in regard to a number of items of expense, such as interest on investment, rent, depreciation, taxes, insurance, and advertising.

(³) Not reported separately.

(⁴) Value of products less cost of materials, shop supplies, fuel, and purchased power.

In the Bookmarket

DR. RICHARD BURTON, chairman of the Pulitzer Prize Jury and former head of the English Department at the University of Minnesota, spoke last week at the University on "Types of Contemporary Literature." He stated, although it will not be officially announced until May, that the Pulitzer Prize for the best novel of the year will go to John R. Oliver, author of "Victim and Victor," *Macmillan*, and that only the socialistic tendencies of Upton Sinclair's "Boston" kept that book from being the winner. Oliver is the author of "Fear: The Autobiography of James Edwards." Dr. Burton in discussing American fiction today deplored the confusion that exists as to what is and what is not a novel, claiming that he has encountered people who consider biography, autobiography, pathological analysis, travel books and even poetry as fiction. He cited an instance when a judge of the Pulitzer jury wanted to give the novel award to Stephen Vincent Benét's "John Brown's Body" which he pointed out was pure poetry. ❀ ❀ ❀

On Friday of last week Harper & Brothers entertained twenty-two men from advertising and merchandising magazines at luncheon at the Vanderbilt Hotel. The occasion was the publication of Milton M. Propper's "The Strange Disappearance of Mary Young," the sixth of Harper's Sealed Mysteries. Those interested in merchandising were invited because the Sealed Mystery is unique as a selling idea, entirely in keeping with the best modern merchandising principles. The speakers were Henry

Hoyns, Charles Denhard, Percy Waxman, in whose magazine *Pictorial Review* the story was serialized, and the guest of honor, Mr. Propper. ❀ ❀ ❀

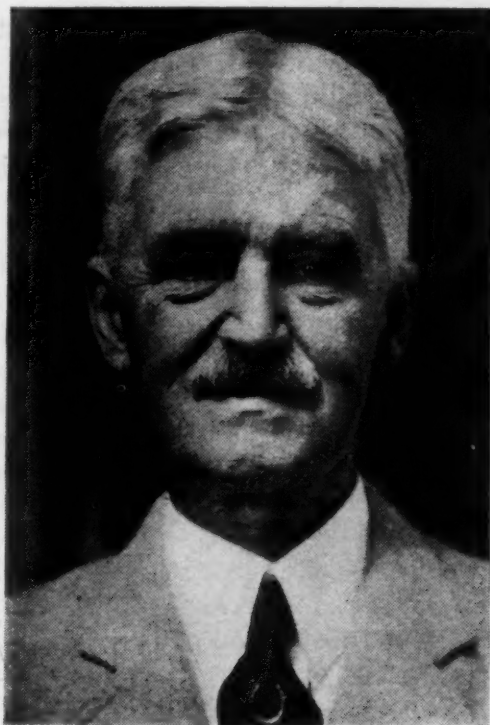
Siegfried Sassoon's "Memoirs of a Fox-Hunting Man" which was published here by *Coward-McCann*, has been awarded the James Tait Black prize in England for the best novel of 1928. The book was published in this country in February. ❀ ❀ ❀

Russell Neale, whose "Hobby House" was published last month by *Harper*, has been in New York, but should by now have returned to his home in Pennsylvania. Though he is only twenty-two years old he wrote, and destroyed, seven novels before he did "Hobby House." His industry left little time for reading, and he confesses he has read only four books in the last few years. This should save him the em-

barrassment of having to answer the interviewer's prize question about one's favorite authors. Mr. Neale is to have a new book in the fall, also from the house of *Harper*, to be called "The Relatives." ❀ ❀ ❀

Samuel Dauber and Charles Everitt have returned from England where they went in search of books and manuscripts. Mr. Dauber discovered and bought some fine Shaw Mss. and presentation first editions. ❀ ❀ ❀

The Southwest Press in Dallas, Texas, has just published "Best Short Stories From the Southwest," edited by Hilton R. Greer, a collection of stories by Southwestern writers rather than of stories about the Southwest. *The Southwest Press* was formerly *P. L. Turner*.



John R. Oliver, who will, according to Dr. Burton, be awarded the Pulitzer Novel Prize this year

The Master Typographers of San Francisco

Nathan Van Patten

Director of Libraries, Stanford University

WHEN Gutenberg completed the printing of his 42 line Bible in 1455, he set a goal for his fellow craftsmen to which many have aspired and none attained. The perfection of that Mazarin Bible brings to its beholder a sense of the ultimate. Instinctively he is possessed by the thought that here he sees the beginning and the end of the art of fixing beauty upon the printed page.

To the realization of his inspired ideal, Gutenberg brought every resource of his genius. The result of his labor emphasizes the truth of the statement that "genius is the infinite capacity of taking pains." The problems presented in the transition from calligraphy to typography were all new. Letters must be designed and transferred to punch and counter-punch. A satisfactory type-alloy needed to be found and a suitable paper secured. An adequate technique for press-work had to be developed. The solution of these problems is a tribute to the patience and ingenuity of the father of printing.

All fine printing is indebted to the high standards established by Gutenberg. The pages upon which the history of 475 years of printing are written contain many great names. Caxton, Aldus, Plantin, Elzevir, Koberger, Daye, Morris and many others have contributed worthily to the maintenance

of the Gutenberg tradition. Countless others have practiced typography only to debase it.

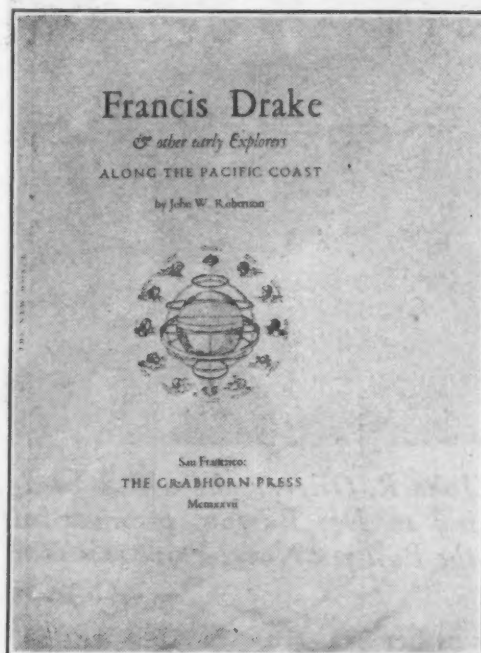
With the introduction of modern typesetting and printing machinery there seemed to come a threat against typography as one of the fine arts. Happily the leaders in these industries have been able to dispel our fears, and we are able to enjoy fine printing produced by these mediums as well as by the older and time-honored hand craftsmanship.

Photography has not supplanted the work of the painter nor can the machine take the place of the man in the printing arts. The intimate contact between the artist and his medium must be maintained. When a truly beautiful book is placed in our hands, we know that there has been an intimate contact between the printer and

his types and paper and the binder and his leather and tools.

When a new name begins to gain recognition as that of a master, we find that it belongs to a man working in the old tradition. The radical in printing has failed to establish himself.

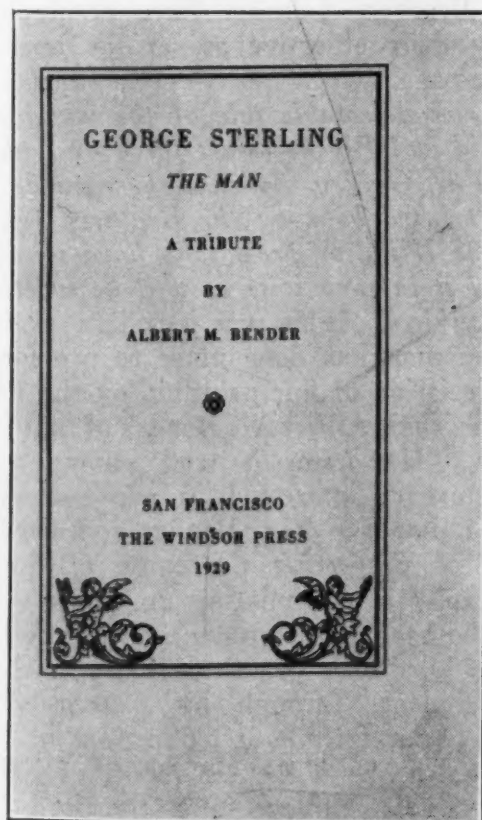
The United States has had many great printers. In the past most of these men have carried on their work upon the Atlantic Coast. During recent years there has been a growing realization that something interesting and important in Amer-



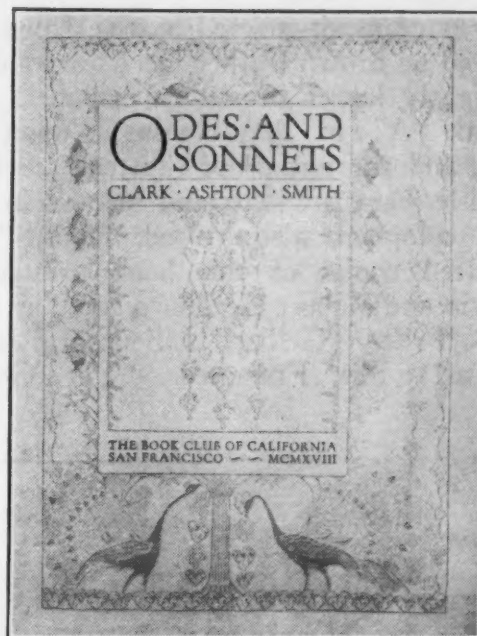
Title-page of The Grabhorn Press "Francis Drake"

ican printing was taking place upon the Pacific Coast. To-day it may be fairly asked if there is a city that can rival San Francisco in the production of beautiful books, made by Craftsmen working in accord with the best traditions of sound printing. In any event it is certain that books are being made in the Pacific Coast metropolis worthy of a place upon the shelves of the most discriminating collector along with his Doves and Bremer press issues and in the intimate company of Kelmscotts and Zilverdistels.

Conditions have been exceptionally favorable in San Francisco for the development of excellence in the graphic arts. The city has always been distinctly cosmopolitan. It has been fortunate in the possession of a considerable proportion of Latins among its people. The efforts of San Francisco printers have been recognized and supported by both private citizens and business houses. The bookstores of the city are favorably known throughout the country. There has been a most friendly co-operation between San Francisco booksellers and printers. The student of typographical history will recognize that



Title-page for The Windsor Press's "George Sterling"

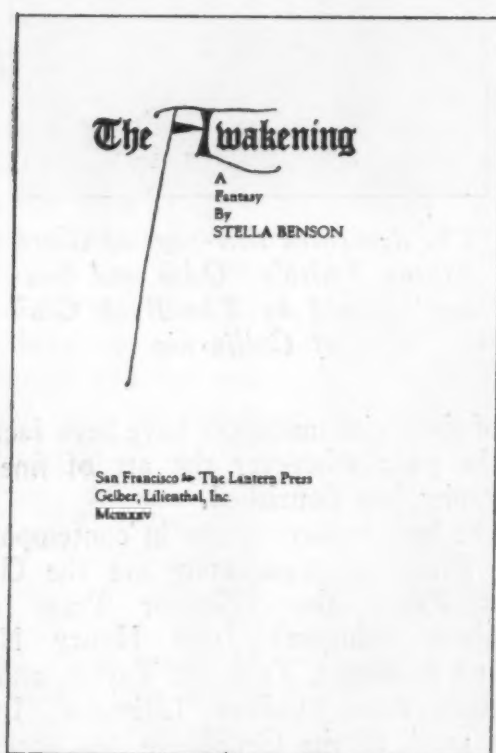


The decorated title-page of Clark Ashton Smith's "Odes and Sonnets" issued by The Book Club of California

all of these circumstances have been factors, in the past, wherever the art of fine typography has flourished.

The best known names in contemporary San Francisco typography are the Grabhorn Press, the Windsor Press (the Brothers Johnson) John Henry Nash, Johnck & Seeger, Taylor & Taylor, and the Lantern Press (Gelber, Lilienthal, Inc.). The work of the Grabhorns has appeared under a number of imprints, including E. & R. Grabhorn; E. Grabhorn; R. Thatcher and E. Grabhorn; and E. & R. Grabhorn and J. McDonald. The Grabhorn Press has been represented in the annual selections for the Fifty Books of the Year. Many of the publications of the Book Club of California, The Lantern Press and John Howell have been printed at this press. Typical examples of the work of the Grabhorns include: "Francis Drake and Other Early Explorers Along the Pacific Coast" by John W. Robertson. This was published in 1927, 8 x 10½ inches, brown paper covered boards with parchment back, stamped in black on face and gold on back, composition in Garamont (Monotype), the illustrations by Valenti Angelo; "The Golden Touch" by Nathaniel Hawthorne, 5¾ x 9⅛ inches, composition in Lutetia (Hand-set); "The Awakening. A Fantasy" by Stella Benson, 6¼ x 9¼ inches,

variegated paper-covered boards, front title in gold on brown leather label surmounting a slightly larger brown paper label. The initial "A" in "Awakening," upon the title, and the initials of the text are from hand-lettered originals and printed in red. The colophon, also in red, reads, "Five hundred copies of this book printed by Edwin and Robert Grabhorn for The Lantern Press (Gelber, Lilienthal, Incorporated) San Francisco. "The Golden



Title-page for The Lantern Press's
"The Awakening"

"Touch" by Nathaniel Hawthorne. The Grabhorn Press is bound in gray, chequy of blue and gold patterns, paper covered boards with parchment paper back, lettered in gold. The colophon reads, "240 copies printed by Edwin and Robert Grabhorn April, 1927, San Francisco. Drawings by Valenti Angelo." This book is an exceptionally distinctive piece of California printing. Printed in 1927, it appears in the current exhibition of the Fifty Best Books.

Bliss Carman once remarked that good poetry for any particular reader was the poetry that pleased him. If this philosophy may be applied to bookmaking then this will, certainly, be to many a good book.

In 1927, the medal of the American Institute of Graphic Arts was awarded to

Edwin Grabhorn, "The Letter of Amerigo Vespucci," published by the Book Club of California.

Other notable Grabhorn books are: Sherwood Anderson's "The Modern Writer," issued in 1925, with the imprint of the Lantern Press; Oscar Weil's "Letters and Papers," printed in 1923, for the Book Club of California; Oscar Wilde's "Salome," issued in 1927, and Blake's "Songs of Innocence," printed by R. Thatcher and E. Grabhorn, in 1924.

The Windsor Press of the Brothers Johnson is another San Francisco Press that has been represented in the "Fifty Books." In 1927, the selection was "Cupid and Psyche." This is printed upon Italian handmade paper and is handset in Cloister Old Style. The book was designed by James S. Johnson and Cecil A. Johnson. The decorations are by Julian A. Links.

In 1926, the Brothers Johnson issued, at their Windsor Press, a little book possessing not only distinction as a brilliant example of modern typography but an appeal to lovers of fine printing for its subject matter as well. This is a reprint of the "William Caxton" of William Blades.

In their edition of the "Golden Ass," the Brothers Johnson have accomplished fully their objective as set for upon the title-page, which reads—*The most pleasant and delectable tale of the marriage of Cupid and Psyche as set forth by Apuleius in The Golden Ass and here made into the printed book by the Brothers Johnson at the Windsor press who have sought to print it in such wise as will be worthy of the subject.* This was issued in 1926.

No man has done more to promote an appreciation of fine printing, on the Pacific Coast, than Albert M. Bender of San Francisco. His name is well known to all Westerners interested in art and music. Some time ago Mr. Bender conceived the idea of promoting the cause of fine typography by stimulating an interest in it on the part of the students in our colleges. This idea took practical shape in the establishment, through his generosity and that of his friends, of collections of finely printed books at the University of California, Mills College and Stanford University. The latter library is able to testify (and this is doubtless true of the others) that this experiment promises to be suc-



POEMS

FROM THE RANGES
By Charles Erskine Scott Wood

San Francisco: 1929
THE LANTERN PRESS
Gelber-Lienthal, Inc.

Frontispiece woodcut and title-page for The Lantern Press "Poems From the Ranges" by Charles Erskine Scott Wood

cessful. Already a number of young collectors assign their aroused interest to the stimulus received from contact with the Bender Collection.

The Windsor Press has recently issued, for Mr. Bender, in a limited edition—

"George Sterling the Man, a Tribute" by Albert M. Bender, San Francisco, The Windsor Press 1929, bound in gray paper covered boards, with black cloth back, light gray paper label with title on front cover. The edition note reads—"This edition is limited to sixty copies of which this is copy number —."

Taylor and Taylor, were represented in the 1927 "Fifty Books of the Year" by a beautiful privately printed book, "A Day in the Hills," edited by Henry Meade Bland, California's beloved poet. This has a page measuring $2\frac{1}{2} \times 7\frac{1}{8}$ inches. The binding is Executive cover paper, printed in gold and black from a typographic design. The text is on Milan wove paper and is set in Caslon (monotype); illustrations are from halftone plates.

In 1918, Taylor and Taylor printed for the Book Club of California, one of the most charming of all California books—

"Odes and Sonnets," Clark Ashton Smith, The Book Club of California, bound in

light blue handmade paper covered boards with canvas back and paper label. All printed pages including title, etc. have decorated borders printed in light green. The first two lines of the title and the title of the first poem are in red. The colophon reads—"Three hundred copies of this book were printed for the Book Club of California by Taylor & Taylor, San Francisco. The decorations are by Florence Lundborg.

This year Johnck & Seeger have published a new edition of "Mount Olympus," by Francis P. Farquhar and Aristides E. Phoutrides. This work is illustrated from photographs. The first edition was issued in 1915 by Charles Scribner's Sons. The present edition is here reprinted with rewritten and expanded notes.

The book is printed upon Rives paper and bound in brown boards with parchment paper back. The front cover has the title and design in black. The back title is in black upon a white paper label.

The beauty of the original photographs is matched by the printing of the photo-gravures. These were made by A. W. Elson & Co. The map and decorations are by L. A. Patterson.

A striking example of harmony between

the printed page and its text may be seen in the little edition of Sara Bard Field's "To a Poet Born on the Edge of Spring." . . . The whimsy of the poet is nicely matched by that of the printer. The colophon of this charming little book reads—"Fifty copies of this book were

by Johnck & Seeger, 447 Sansome Street, San Francisco, California, in the month of December, nineteen hundred and twenty-eight, hand-set in Cloister Lightface type, presswork by Lawton R. Kennedy, decorations by W. R. Cameron, two hundred and fifty copies."

Perhaps the best-known name in Pacific Coast printing is that of John Henry Nash. Except for a brief interval, Mr. Nash has been engaged in printing in San Francisco since 1895.

His work has been included in the yearly exhibits of "The Fifty Books of the Year," selected and shown by the American Institute of Graphic Arts, and several times awarded first honors in the Graphic Arts Leaders of American Exhibition at Philadelphia.

In their *Catalogue No. 2 (Catalogue of First Editions) Summer-1928*, Gelber, Lilienthal, Incorporated, of San Francisco have issued a partial bibliography of Mr. Nash's books, printed since 1916. This bibliography does not include the many smaller works of interest which have come from this press. These minor items frequently testify most eloquently to Mr. Nash's ability.

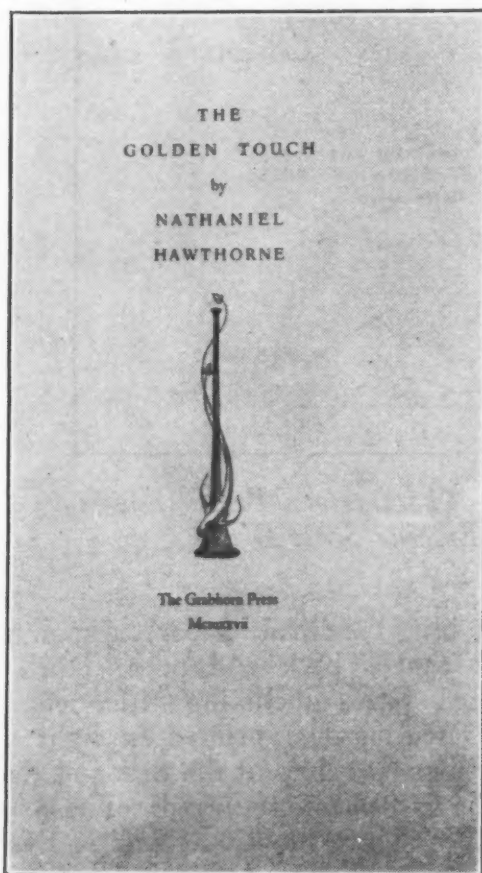
Mr. Nash has done a limited amount of commercial printing and has produced a number of pieces of distinctive advertising matter for the Zellerbach Paper Company and others.

Every piece of Nash printing displays a mastery of the use of types and ornaments and in the handling of illustrations. The care taken in press-work has resulted in such a degree of excellence that it is doubtful that it can be surpassed or that any of his most painstaking contemporaries have at any time equalled it.

It is only possible to mention here a few of the more important books which have been printed at the Nash press. The items described are contained either in the Bender Collection at Stanford University Library or in my private library. As many of these books were issued in very small editions and are consequently rare and beyond the reach of collectors rather detailed descriptions may be of value.

One of the most interesting of the Nash books is:

"Some Letters from Oscar Wilde to Alfred Douglas 1892-1897" (Heretofore



Title-page of "The Golden Touch" by Nathaniel Hawthorne issued by The Grabhorn Press

printed for the Author by her friend, John Julius Johnck, at the Press of Johnck, Kibbee & Company in San Francisco, in July, 1925. Decorations by Paula Norton."

Recent productions of the press of Johnck & Seeger include a delightful edition of "The Anthem of the Obscure," by Thomas Gray. This is the cover-title of:

"Elegy written in a country churchyard" by Thomas Gray, 6½ x 9¾ inches, bound in light gray boards with parchment paper back. Front cover has printed title and decoration of rules and ornaments in a light bluish gray ink. Back title in black on white paper label. Page 15 has initial in bluish green, the essay is signed "David Anderson" Edition note, "designed and printed

Unpublished) with Illustrative Notes by Arthur C. Dennison, Jr., & Harrison Post and an essay by A. S. W. Rosenbach, Ph.D. San Francisco. Printed for William Andrews Clark, Jr. by John Henry Nash, 1924, 9½ x 12 inches, deckle d'Aigle paper, the first two lines and the ornament on title in red, bound in charcoal boards with gold-stamped vellum back.

The contents include: frontispiece (reproduction of a photograph of Alfred Douglas) and letter signed by V. B. Holland, Literary Executor of the Estate of Oscar Wilde, giving permission for the publication of the letters; a bibliographical preface by William Andrews Clark, Jr. An essay by A. S. W. Rosenbach. A letter from Alfred Douglas to Oscar Wilde in facsimile. Of this edition two hundred and twenty-five numbered copies have been printed for private distribution only.

The facsimiles have been reproduced with scrupulous fidelity as to text, paper, printed headings and engraving.

Mr. Nash has printed many other books for William Andrews Clark, Jr. including the following:

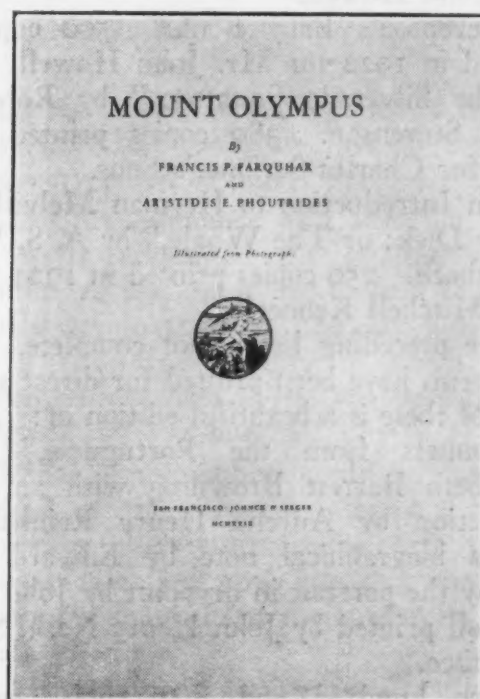
The Library of William Andrews Clark, Jr. Modern English Literature, 2 v.; Early English Literature (1519-1700) 4 v.; The Posthumous Papers of the Pickwick Club, by Charles Dickens. The Douglas Austin copy. A bibliographical description; Cruikshank and Dickens; The Kelmscott and Doves Presses; Index to Authors and Titles; Wilde and Wildeana, 3 v.; The Portrait Book of Oscar Wilde.

A notable reprint of one of the rarest American books is the Nash facsimile of the first edition, 1827, of Poe's "Tamerlane and Other Poems." One hundred copies were made for Mr. Clark in 1924. The facsimile is accompanied by a volume containing an appreciation by James Southall Wilson. This latter work contains a frontispiece in drypoint, a portrait of Poe, by William H. Wilke.

Mr. Nash has also made other facsimile reprints for Mr. Clark including: "An Elegy Written in a Country Churchyard," by Thomas Gray. First edition, 1751. Three hundred copies were made in 1925, accompanied by a volume containing an introduction by James Southall Wilson, a

foreword by Mr. Clark and a portrait by Wilke.

"The Deserted Village," by Oliver Goldsmith. First edition, 1770. Two hundred copies were made in 1926, accompanied by a volume containing an introduc-



The Johnck & Seeger "Mount Olympus"

tion by Mr. Clark and a portrait of Goldsmith by Wilke.

"Sonnets from the Portuguese," by Elizabeth Barrett Browning. First edition, 1847. Two hundred and fifty copies were made in 1927, accompanied by a volume containing observations and a bibliographical note by Mr. Clark and as a frontispiece, a portrait of Mrs. Browning in drypoint by Wilke after a bas-relief by Helen Hall Culver.

The catalog of the library of another distinguished California collector, Charles W. Clark, has been printed by Mr. Nash, in six volumes. These two private library catalogs are contributions of major importance to American bibliographers.

A number of the books bearing the imprint of the Book Club of California were printed at the Nash press.

Since so much of Mr. Nash's work has taken the form of the privately printed book in small editions, the few items available for purchase are of particular interest

to collectors. The following books have been made by Mr. Nash for sale:

"Ruth St. Denis: Pioneer and Prophet," by Ted Shawn. 380 copies printed in 1920 for Mr. John Howell.

"Notes on South America" . . . by Marjorie G. Josselyn. Printed in 1920 for Mr. John Howell.

"Stevenson's Baby Book." 500 copies printed in 1922 for Mr. John Howell.

"The Silverado Squatters," by Robert Louis Stevenson. 380 copies printed in 1923 for Charles Scribner's Sons.

"An Introduction to Herman Melville's Moby Dick: or The Whale," by A. S. W. Rosenbach. 250 copies printed in 1924 for Mr. Mitchell Kennerley.

The preceding list is not complete. A few items have been printed for direct sale. One of these is a beautiful edition of:

"Sonnets from the Portuguese," by Elizabeth Barrett Browning with an introduction by Aurelia Henry Reinhardt and a biographical note by Edward F. O'Day the portrait in drypoint by John T. E. Stoll printed by John Henry Nash, San Francisco.

Two hundred and fifty copies were printed upon handmade paper with the watermark "John Henry Nash." These copies were offered for sale by Mitchell Kennerley, New York; Ernest Dawson, Los Angeles; A. M. Robertson, San Francisco, and Walter M. Hill, Chicago.

This edition of "Sonnets from the Portuguese" is a typical Nash production and one that collectors may hope to add to their shelves. It is rubricated throughout in a light bluish green, if this term may be applied to a color other than red. The scroll-like decoration upon the title and the initial letter of each sonnet are in light blue. The decoration upon the title is similarly used to frame the drypoint portrait which is tipped in as a frontispiece.

For several years Mr. Nash has been printing a monumental edition of Dante's "Divine Comedy" in an English translation by the noted Dantean scholar Melville Best Anderson.

Mr. Nash has recently completed for William Randolph Hearst, "The Life and Personality of Phoebe Apperson Hearst." This is by Winifred Black Bonfils.

The book is unsurpassed by any previous work of the Nash press, and is a worthy

memorial to this noble, distinguished California woman.

Thomas C. Russell, 1734 Nineteenth Avenue, San Francisco, has made a very valuable contribution to the literature of California history, by issuing from his private press a series, The Russell California Imprints.

One of the books included in the series (and typical of the material reprinted and its format) is:

"The Rezanov Voyage to Nueva California in 1806. The report of Count Nikolai Petrovich Rezanov of his voyage to that provincia of Nueva España from New Archangel, an English translation revised and corrected, with notes, etc. by Thomas C. Russell Annotated Illustrated San Francisco, California. The private press of Thomas C. Russell Seventeen thirty-four nineteenth avenue 1926." It is bound in gray boards with gray canvas back and paper label, title in red and black. The edition note reads: "This Book is one of an edition of two hundred & sixty (260) numbered and signed copies, the impressions being taken on type cast by the American Type Founders Company; the paper, a white-toned heavyweight Strathmore; typography & presswork, the personal work of Thomas C. Russell, at his private press."

Fine Printing Show at the Convention

THE collection of Fifty Books selected annually by the American Institute of Graphic Arts will be shown at the Hotel Sir Francis Drake during the time of the Booksellers' Convention. The arrangement of the exhibit has been made through the initiative of David Lamson, manager of Stanford University Press, who is a member of the Institute and has always taken a very active interest in fine book-making. It will be particularly appropriate as part of the Convention, as San Francisco is one of the country's leading centers of fine book printing, with such outstanding men as Henry Taylor, John Henry Nash, Edwin Grabhorn, Johnck & Seeger and the Johnson brothers. The Stanford University Library has one of the very fine collections of modern printing made for it by interested friends.

The Pacific Coast Authors of Today

A Partial List Prepared by the Los Angeles Public Library

ONCE, if you were an author, you lived without question in New England. If you were not born there, you naturally gravitated toward that center of mental activity. Then, as time passed, you found you could scarcely be an author unless you lived in New York. Afterward there were murmurs of Chicago, or even further west, Santa Fe. Now there is no "literary center" in the whole of these United States and you can be an author even if you live in Hollywood!

For one reason and another the Far West has drawn its full quota of writers, so that even a partial list of those residing in the Pacific Coast States looks very imposing. Nor is it only quantity which makes the list of such interest. The importance of the names is self-evident, and the variety of interests ranges from the activities of the electron to those of a wild west cowboy.

Such a list must necessarily be selective and limited since a roll call of all the authors would be impossible. The difficulty is further increased by the fact that, especially in California, there is a drifting population. Therefore the list does not include writers who once lived here, but only for a short time, nor the recent arrivals. It does include some who may be wandering the four corners of the globe at present but whose work and home are always closely identified with the Pacific Coast.

The subject of an author's work is irrelevant. He may write of education, religious drama or South America. If he lives in one of the three coast states he is included. On the other hand, such a name as Mary Austin is omitted because, though she writes often of California, she lives in New Mexico.

Limiting the list to contemporary authors throws out such names as Bret Harte or Frank Norris, though it includes a few writers like George Sterling or

Charles Lummis who have died so recently that their last books are just off the press and very much of today.

The predominance of California names is partly accounted for by the greater number of authors living there. It is also partly accidental since the list was made by a California library in much closer touch with writers in its own state than in Oregon and Washington.

Many of the authors could be classed in several of the different subject divisions. However, their work in one field usually predominates and therefore they are listed where the majority of their interests places them.

BELLES LETTRES

(Poetry, Drama, Essays, Literary Criticism, Etc.)

Frederick Thomas Blanchard
Ina Donna Coolbrith
Alice Evelyn Craig
Hildegard Flanner
Allison Gaw
Ethelean Gaw
Julian Hawthorne
Glen Hughes
Robinson Jeffers
John Steven McGroarty
Edwin Markham
Walt Mason
Anne Shannon Monroe
Will Rogers
Sarah Bixby Smith
George Sterling
Dan Totheroh
Vachel Lindsay
Charles Erskine Scott Wood

CHILDREN'S BOOKS

Dorothy W. Baruch
Nell C. Curtis
Edith Mary Fox
Nadeja Grishina-Givago
Carl Moon

Grace Purdie Moon
 John Carl Parish
 Monica Shannon Wing
 Clara Vostrovsky Winlow



Kathleen Norris

DESCRIPTION AND TRAVEL

Joseph Smeaton Chase
 Lewis Ransome Freeman
 Ella Higginson
 George Wharton James
 Charles Fletcher Lummis
 John Muir
 Frederick O'Brien
 Ernest Clifford Peixotto
 Charles Francis Saunders

EDUCATION

Sir John Adams
 John Conrad Almack
 Guy Vernon Bennett
 William George Carr
 Claude C. Crawford
 Ellwood Patterson Cubberley
 Jessie Chase Fenton
 Norman Fenton
 Jessie E. Gibson
 John Louis Horn
 Truman Lee Kelley
 Leonard Vincent Koos
 Gertrude Laws
 William Martin Proctor
 Ethel Imogene Salisbury
 Jesse Brundage Sears
 William A. Smith
 Lulu M. Stedman
 Lewis Madison Terman
 Frank Charles Touton
 Charles Wilkin Waddle
 Lester Alonzo Williams
 Frederic Philip Woellner

FICTION

Charles Alexander
 Gertrude Atherton
 Ambrose Bierce
 Earl Derr Biggers

Edgar Rice Burroughs
 Will Levington Comfort
 Grace Macgowan Cooke
 Dana Coolidge
 Clarkeson Crane
 Holman Day
 Rose Ellerbe
 Hal G. Evarts
 Mary Hallock Foote
 Jackson Gregory
 Zane Grey
 Alice Calhoun Haines
 Theodore Acland Harper
 Rupert Hughes
 Wallace Admah Irwin
 William Henry Irwin
 Henry Herbert Knibbs
 Peter B. Kyne
 Benjamin Harrison Lehman
 Robert Emerson McClure
 Alice McGowan
 Miriam Michelson
 Lorna Moon
 Talbot Mundy
 Charles Gilman Norris
 Kathleen Norris
 George Washington Ogden
 Marah Ellis Martin Ryan
 Edwin Legrand Sabin
 Upton Sinclair
 Frank Hamilton Spearman
 Emma-Lindsay Squier
 Jim Tully
 Stewart Edward White
 Harry Leon Wilson
 Harry Charles Witwer
 Willard Huntington Wright
 Gordon Ray Young

HISTORY

Herbert Eugene Bolton
 Earl Alonzo Briminstool
 Charles Edward Chapman
 Robert Glars Cleland
 George Creel
 Edward S. Curtis
 Alberta Johnston Denis
 Eva Emery Dye
 Charles Anthony Engelhardt
 Max Farrand
 George Washington Fuller
 Josef Washington Hall (Upton Close)
 Rockwell Dennis Hunt
 Frank Joseph Klingberg
 Edmond Stephen Meany
 Ezra Meeker

Ella Sterling Mighels
John Carl Parish
Herbert Ingram Priestley
James Augustin Brown Scherer
James Willard Schultz
(Chief) Luther Standing Bear
Frederick Starr
Frederick Jackson Turner
Harr Wagner
Henry Raup Wagner
Waldemar Christian Westergoard

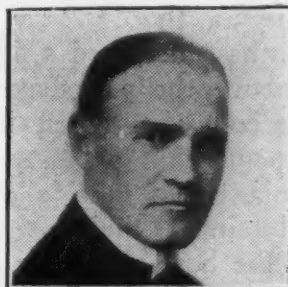
PHILOSOPHY-RELIGION

William Frederic Badé
John Elof Boodin
Herbert Kendall Booth
Herbert Wildon Carr
Frank Crane
Ralph Tyler Flewelling
Charles Mills Gayley
Christian Doa Larson
Ralph Waldo Trine

SCIENCE

George Ellery Hale
Willis Linn Jepson

David Starr Jordan
Robert Andrews Millikan
Lulu Hunt Peters
Sidney Mitchell



Harry Leon Wilson

SOCIOLOGY

Emory Stephen Bogardus
Ira Brown Cross
Stuart Daggett
Malbone Watson Graham
Herbert Clark Hoover
Constantine M. Panunzio
Carl C. Plehn
Payson Jackson Treat

The County Library in California

What It Has Done For Distribution in This Coast State

Julia G. Babcock

Librarian, Kern County Free Library

ALL that is good cannot be measured by the amount of money put into it, but the trail is strewn with good ideas gone to ruin from the lack of it. Therefore, in dealing with the topic, what the county library has done for book distribution in California, it must be found what has been spent for books. Some of the county libraries are eighteen or nineteen years old, but these are the veterans, several of them are from fourteen to seventeen years of age, some are in their childhood, and a few are still in early infancy. These libraries, from two years old up to the mature age of nineteen years have ex-

pendent for books the sum of \$4,601,786.30 up to June 30th, 1928. They have paid out for periodicals \$457,179.82, making a total expenditure for books and periodicals of \$5,058,966.12. It would be interesting to know how much of this sum has been invested in Zane Grey and other western stories, for the avidity of people in city and country for the thrill of the cowboy in action is insatiable. In fact, were that appetite to be fairly satisfied, it is quite certain that double this amount would have been required.

It is interesting to note that while the original appropriation for books in each li-

brary was small, it has steadily increased. Last year alone showed an expenditure for books of \$504,380.73, and it is not unreasonable to estimate that at least as much will be spent during the fiscal year ending June 30, 1929.

This sum has purchased 5,147,473 books over and above the periodicals subscribed for. These books have been distributed to the adult population of forty-six counties in California living outside of cities and towns maintaining their own public libraries, to the boys and girls in the same communities and to every child in 2,464 school districts. The circulation of books and periodicals last year in so far as reported amounted to 8,914,223 among 497,833 cardholders.

Methods of Distribution

These books have in some cases been handed direct to the borrowers over the desks at headquarters, but most of them have been sent out to branches, stations, and schools, by express, by mail, by motor truck or automobile, by stage or by accommodating friend and have thence found their way to the individual reader. Occasionally, they have been taken by horseback over hills and mountains without graded roads, but these unusual methods are quite infrequent. It is easy to lose sight of the efficient means of ordinary transportation which reach into mountains, valley and desert, taking to the remote dweller his daily or weekly paper, his library book, and his Sears, Roebuck catalog, in the more picturesque and less commonplace carriers. Some of the northern counties are snowbound during the winter, and county librarians have thrilling experiences when caught in sudden storms. Cloudbursts and wheel-deep mud over mountain passes, snow in which skid-chained tires whirl until they dig through to the frozen earth below are sometimes encountered even in sunny California, but these are of such infrequent occurrence as to make of them only outdoor sports-incidents to be laughed over when retold around the glowing fireplace.

In some counties branch library buildings have been erected by the county library or by the local community, and a permanent collection of the essential reference and constantly-used books is built

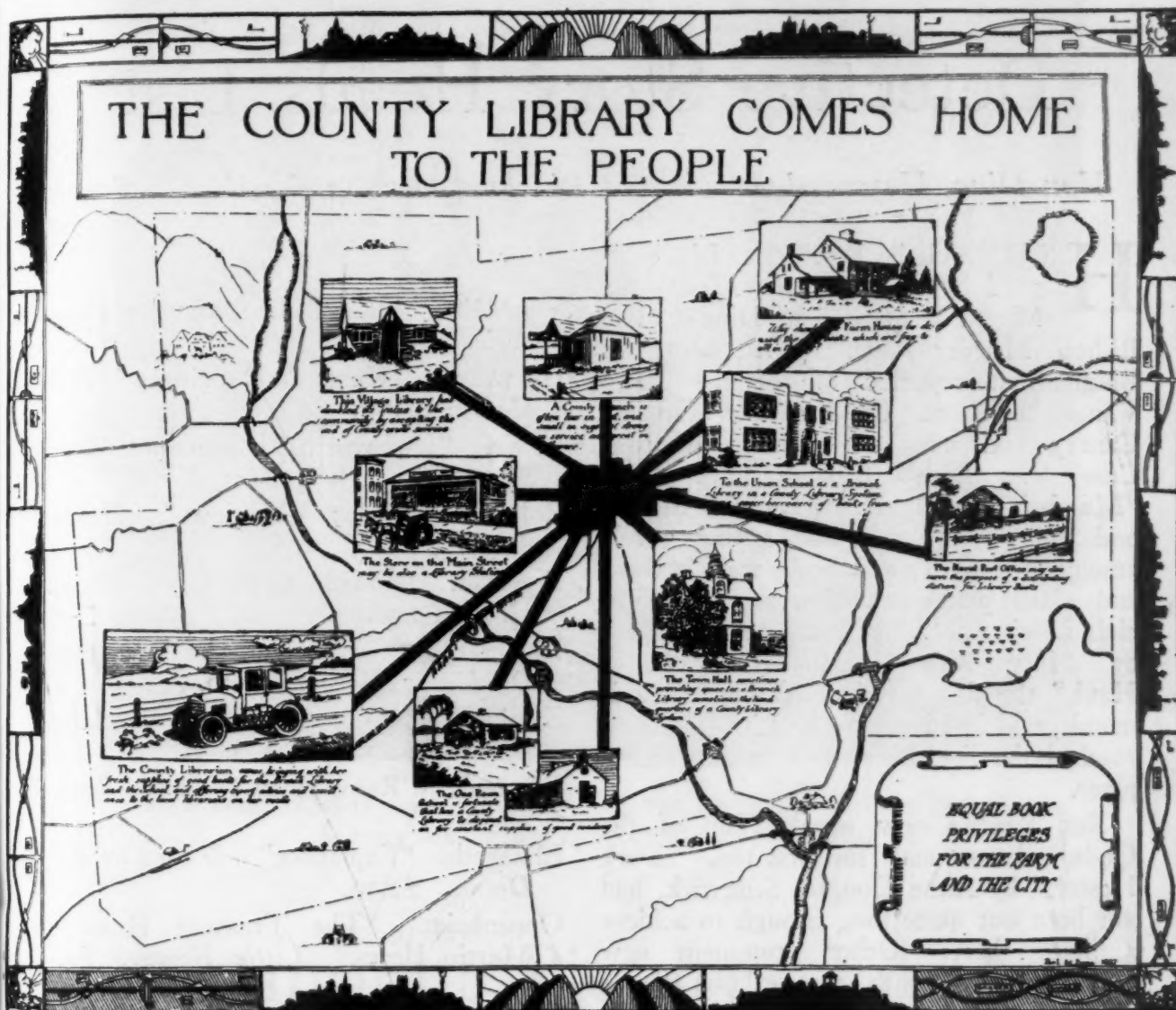
up while shipments of popular fiction and non-fiction pass to and fro in regular procession. One source of much book-buying comes as the direct result of the system of special requests in vogue in all the county libraries. While requests for the seldom-used book may be filled by the State Library, yet many of the books asked for should be in the county library and are therefore purchased, sometimes in many copies, according to the probable demand.

There are stations for the distribution of books in stores and post offices, in private homes, sometimes on the easily-accessible porch of a house, in erstwhile bar rooms thus converted to better ways, while one of the smallest and most unique of distributing agencies is a T. N. T. box nailed to a tree in the forest and filled with books for the use of the men employed in a logging camp. This box had to be fitted with a tight door to keep out curious little chipmunks and destructive wood rats, and to preserve its contents intact for legitimate borrowers.

Books go wherever there are men or women or children to use them, into the camps of companies engaged in some new development of electricity or water, of oil or mineral, of borax mining or the evolving of some new beauty clay. If, for any reason, the camp moves, books go with them. Boy Scouts and Camp Fire Girls have their summer collections of reading matter.

Books for Migratory Laborers' Children

One of the recent undertakings is the furnishing of books to the children of migratory laborers who move from crop to crop, having no settled domicile other than a broken down Ford into which are loaded all their earthly, oftentimes unearthly, possessions and a horde of dark-skinned children. "Cheap labor," so-called, entailing upon every county emergency aid in case of the inevitable highway accident, and upon every school district the duty of providing school buildings and equipment with additional teachers, and because of their peripatetic habits, making the loss of books to every county library an increasing gamble. It is to be hoped that the few weeks of school life here and there and the advantages of constant travel may re-



A map prepared by the American Library Association to show the methods of distribution by a library throughout a county

sult in the development of a higher grade of "peon" as time goes on, and it is amazing to observe the children's quick response.

Books go to hospitals and to sanitariums, but are not returned from tuberculosis hospitals. The modern preventorium where underweight children are built up and restored to normal health and strength have taken the place of the summer "Kiddie Camps." Here is a wonderful opportunity for the county librarian to send books for their entertainment as well as instruction, for they go on with regular school curricula.

Then, too, there are people too far from any branch or station to make use of it, and who send appealing letters to the county library asking if there is any way by which they may secure books from the county

library. Certainly there is a way, and off goes the book or a package of books by rural delivery. With a radio in every house in the city one is tempted to join the increasing number of those who live on remote homesteads in the desert where no noise worse than the distant cry of a coyote comes to mar the stillness of the night. With a well-chosen box of books, what could be more entrancing?

Does the county library lessen the number of individual book buyers? No. Rather, by keeping books constantly before the public, far as well as near, it provides an incentive for the ownership of books. The work of the county library has only begun. Its wagon, the only "book-wagon" recognized in California is hitched to a star.

Detective Story Heads List

Van Dine, Heyward, Lewis and Rinehart Among the Best Sellers

H EADING the Best Seller List compiled by *Books of the Month* for March is S. S. Van Dine's "The Bishop Murder Case." One store in Binghamton reported all of the Philo Vance books on its list, the Greene, Canary and even the Benson Murder Case, Van Dine's first detective story, "Mamba's Daughters," advanced to second place. The two best selling novels among the month's new books were in third and sixth places, "Dodsworth" by Sinclair Lewis and "This Strange Adventure," by Mary Roberts Rinehart. "Rome Haul," the first novel of Walter D. Edmonds, widely advertised by Little, Brown, reached the list this month, taking eighth place.

Rex Beach's new novel, "Son of the Gods," almost made the first ten. "Dark Hester," by Anne Douglas Sedgwick, had not been out quite long enough to achieve a place there. Other prominent new titles of the month were "The Seven Dials Mystery," by Agatha Christie; "The Village Doctor," by Sheila Kaye-Smith; "The True Heart," by Sylvia Townsend Warner; "Farthing Hall," by Hugh Walpole and J. B. Priestley, and "Murder On B Deck," by Vincent Starrett.

"The Art of Thinking" and "The Cradle of the Deep" by Joan Lowell, topped "Elizabeth and Essex," which had held the lead in non-fiction for several months. The third Simon & Schuster winner, "Believe It or Not," by Robert L. Ripley, made fifth place. The only other new non-fiction title was "You Can't Print That," Gilbert Seldes' sensational disclosures of his career as foreign correspondent. But there were several other new books, which just missed being among the first ten, notably, "Lion," by Martin Johnson. "My Mystery Ships," by Rear-Admiral Gordon Campbell, is proving very popular. Emil Ludwig's new book, travel this time instead of biography, "On Mediterranean Shores," also made a good showing.

FICTION

- Van Dine. "The Bishop Murder Case." *Scribner*. \$2.
 Heyward. "Mamba's Daughters." *Doubleday, Doran*. \$2.50.
 Lewis. "Dodsworth." *Harcourt, Brace*. \$2.50.
 Rolvaag. "Peder Victorious." *Harper*. \$2.50.
 Freeman. "Joseph and His Brethren." *Holt*. \$2.50.
 Rinehart. "This Strange Adventure." *Doubleday, Doran*. \$2.50.
 Zweig. "The Case of Sergeant Grischa." *Viking*. \$2.50.
 Edmonds. "Rome Haul." *Little, Brown*. \$2.50.
 Elizabeth. "Expiation." *Doubleday, Doran*. \$2.50.
 Oppenheim. "The Treasure House of Martin Hews." *Little, Brown*. \$2.

NON-FICTION

- Dimnet. "The Art of Thinking." *Simon & Schuster*. \$2.50.
 Lowell. "The Cradle of the Deep." *Simon & Schuster*. \$2.75.
 Strachey. "Elizabeth and Essex." *Harcourt, Brace*. \$3.75.
 Seabrook. "The Magic Island." *Harcourt, Brace*. \$3.50.
 Ripley. "Believe It Or Not." *Simon & Schuster*. \$2.50.
 Benét. "John Brown's Body." *Doubleday, Doran*. \$2.50.
 Dorsey. "Hows and Whys of Human Behavior." *Harper*. \$3.50.
 Seldes. "You Can't Print That." *Payson & Clarke*. \$4.
 Fülöp-Miller. "Rasputin the Holy Devil." *Viking*. \$5.
 Beard. "Whither Mankind." *Longmans, Green*. \$3.



Jack Holt reading with Gladys Percy, the Librarian of the Paramount Library, on history and costumes of the west

Paramount Pictures Library

Frank H. Williams

IF there is one thing the movies demand these days, it is accuracy. Authenticity not only in costumes and in scenery is the order of the day but also in speech, now that the silent drama has acquired sound.

It is particularly in the latter that the movies are studying reference books and magazines these days because some of the new sound pictures are set in the "Gay Nineties" and other periods when the ordinary, every-day conversation wasn't so full of wisecracks and other snappy stuff. Most of the big motion picture producing companies, therefore, have extensive reference libraries which are constantly being consulted for the purpose of getting exactly the right information regarding all these points and the authors who write the

dialogue for the talking pictures generally steep themselves in books of the period about which they are writing so as to get exactly the correct talk into the productions.

One of the best of these reference libraries is found at the Paramount Pictures lot on Melrose avenue in Hollywood. This library has Miss Gladys Percy for librarian, and it is under her direction that needed books are acquired from time to time. Of course, constant additions are being made to the library as new pictures are produced and new information becomes necessary.

Some of the books owned by Paramount are rare indeed. But included among the volumes are some best sellers of former years which in graphic manner give a complete insight into the modes and manners

and conversation of the folks of these former days.

According to Vivian Moses, the editor in charge of all productions whose task it is to secure suitable material and to see that it is produced in the right atmosphere at Paramount Pictures, no picture is produced there without the consultation of anywhere from 50 to 1,000 books. On unusual pro-

ductions dealing with former periods of time or foreign countries, complete notes of everything that might in any way pertain to the production, are made from the library.

The preceding photograph gives a good view of one corner of the Paramount Pictures reference library with Miss Percy at her desk.

Book Clubs for Children

The Junior Book Club, The Junior Literary Guild, The Children's Book Club, Inc., and Selected Books for Juniors, Inc.

CHILDREN'S book clubs are about to assume the proportions of an epidemic in New York City. Rumors have floated about since last fall of the impending formation of several such enterprises, and this week brings announcements of two new juvenile book clubs, and last week the Literary Guild made a preliminary announcement of such an offshoot from its club idea. It is perhaps well to summarize the activities in the children's book club field to date.

In 1926 a "Junior Monthly Book Service," having among its judges Angelo Patri, John Farrar, and Thornton Burgess, made a feeble attempt to get under way. The "Service" expired almost before starting and for two years there were no attempts at forming similar clubs.

Last fall, however, the idea of children's book clubs apparently got into motion again among various club-formers. The first club to make its appearance was "The Junior Book Club," sponsored by the Junior League. The Junior League has apparently made its Junior Book Club something of an activity, for its selections have been going out regularly now for about six months. Books are chosen by a reading committee of which Dhan Gopal Mukerji is chairman, and Padraic Colum, Anne Lyon Haight, Lydia Chapin Kirk, and Louise Seaman are members. Three classes of readers are catered to, books being chosen for each class: Pre-school, six to nine years; and nine to twelve years. Subscriptions to the club are of two kinds:

Class A, \$25.00 a year for twelve books (postage paid), one each month, ordered by the subscriber from the check list. Class B, a \$15.00 deposit; each book ordered, plus postage, will be charged against the deposit. Books will average \$2.00 each, and not less than six books may be ordered during the year, and these may be designated in any month. *The Junior League Magazine* asks members of the League and others to solicit subscriptions upon a commission basis. Anne L. Haight is managing the activities of the club, and its headquarters are at 140 East 63rd street, New York.

From 1 Park Avenue, New York, comes news of the formation of another book club for young readers, "The Children's Book Club, Inc." Gordon Volland, of the Minneapolis publishing firm of that name, is apparently chief sponsor for the enterprise, and acts as Art Director, Typographer, and Production man for the newly announced club. With him as judges are M. V. O'Shea, Professor of Education at the University of Wisconsin; Mabel Louise Robinson, of Columbia University; Louise M. Terman, of Leland Stanford's department of psychology; Elma A. Neal, of the San Antonio, Texas, school system; and John S. Terry, a member of New York University's faculty. This academic array will select books for three groups of children, on a basis similar to the Junior League's club: A Primary group—four to eight years, Junior—eight to twelve, and Senior—twelve to fifteen. According to

the Children's Book Club's brochure, "Surprise gifts, birthday presents, and other novel features, are given to all members, together with a membership badge and Creed." If the subscriber does not wish the book selected by the committee, he may return it and order in its place any juvenile book published. If a book not published by the club is desired, the subscriber deducts \$1.40 from the retail price of the desired book and remits the difference.

The members of the Primary group receive six books per year, one every other month, in addition to the "surprise" mailings, which all groups receive. The Junior group receives twelve new books per year, delivered one each month "from four to six weeks before they are placed on general sale." The Senior group also receives twelve books per year. All books are sent out in the club's own binding.

"Selected Books for Juniors, Inc." is the title of a rather brand new book club emanating from 80 Lafayette Street, New York. Lesley Frost is directing the publicity for this new club enterprise. John Hadcock, one time Vice-President and Advertising Manager of the magazine *Spur*, is heading the club. Angelo Patri, Hartford Powell, one-time editor of *Youth's Companion*, Mrs. Franklin Roosevelt, and Professor Mabel Robinson, of Columbia University comprise the judges. Mr. Patri was associated with the original children's book club which began and ended in the fall of 1926, and Professor Robinson promises to become a professional selector of children's books, her name appearing among the list of judges of both "Selected Books for Juniors" and "The Children's Book Club." This newest entrant into what gives promise of being a very overcrowded field allows for the variation in the reading material of children of different ages by selecting books for two groups: a "Juniority" group for children between eight and twelve years, and a "Seniority" group for those between twelve and sixteen. "Selected Books for Juniors, Inc." will not only give through its judges a verdict as to the *best* juvenile book of the month, but will submit a list of substitute titles to subscribers by means of a monthly magazine, *The Selector*, which the organization will issue. This

magazine will carry, also, reviews of suggested books, and notes on children's classics, and near-classics.

Membership in this club obliges the subscriber to buy at least four books; a fulltime membership of twelve months, that is—twelve books at standard price, can be paid for in advance, or on delivery. The subscription to the magazine will be a dollar, but that amount will be refunded on the purchase of the sixth book.

The Junior Literary Guild follows its parent, The Literary Guild of America, in methods, procedure, and advertising. This new children's book club, preliminary announcement of which was made two weeks ago in the *Publishers' Weekly*, caters to children of two age groups: 8 to 12 years in the first group, and 12 to 16 years in the second. The second group is subdivided into books for boys and for girls. Thus, the Junior Literary Guild will make three selections each month. With each selection will go out a copy of a pamphlet-magazine, probably to be called "Wings, Junior," although this name has previously been used for one of the Guild house organs.

The price of Guild subscriptions will be \$18.50 for a subscription to any one of the three groups, \$32 for subscriptions to any two groups, and \$48 for all three. The Guild's advertising will call attention to the fact that these prices are lower than those of retail booksellers for the same books. The advertising campaign will be conducted separately for the Junior Literary Guild—full pages in national magazines to appear beginning April 15th. About a hundred thousand circulars constitute the first direct mail campaign for subscribers to the new enterprise.

Instead of employing a separate staff of judges to select the juvenile books, the Guild will retain as its board of selectors the same persons that now select their adult books. Carl Van Doren will also be head of this selection committee, and he and his fellow judges will have the assistance of experts in juvenile literature. Katherine Ulrich, who has long been interested in the development of distribution of children's books, is handling the publicity for this new entry into the children's book club field. The first selections will be for June.

Rocked in the Cradle of the Deep

IS Joan Lowell's "Cradle of the Deep" which has been published by Simon & Schuster an accurate account of Miss Lowell's life? Is the book to be accepted for what she presents it, an autobiography, or as a good yarn, or as a hoax? The question is one that is being asked on all hands. From the time of its publication the veracity of the book has been questioned, perhaps without much conviction one way or another, but there are now out and out attacks and defenses of the book.

"The Cradle of the Deep" was announced in Simon & Schuster's catalog as an "unparalleled, unghost-written autobiography" of a girl who had spent the first sixteen years of her life at sea on the schooner Minnie A. Caine. In one of the first reviews of the book to appear Lincoln Colcord wrote in the *Herald-Tribune* "Books" that Miss Lowell had done a good yarn, so good a yarn in fact that "one wishes it had been presented frankly as a work of fiction, so that the question of its nautical authenticity had never arisen." Further along in his review Mr. Colcord stated that he was convinced that she comes of a sea-faring family, that her father was master of the schooner in question and that she did go to sea at some time or other, but that the internal evidence of the book and an interview with her left him persuaded that she did not go to sea long enough or hard enough to make a seaman of her. It was Miss Lowell's threatening him when he questioned her nautical language that determined Mr. Colcord to unearth any facts he could discover.

Since then various persons have testified to knowing Joan at school and at high school in California at the time when she claims she was sailing on the Minnie A. Caine, and the Charles Nelson Lumber Company of San Francisco has pointed out that the Minnie A. Caine, which Miss Lowell reported sunk off Australia after a fatal fire, is at dock in Oakland Harbor where it has been for several years. They report that it did suffer a fire when at dock in Adelaide, Australia, but that the

damages were slight and soon repaired.

Miss Lowell, in answer to the charges against her veracity, said that had she known that her book would have won so much attention she would not have taken "some natural artistic latitude" in writing down her adventures. "In its essentials," she stated, "it is absolutely a veracious account of a child raised at sea—my life. It follows my career along broad lines, and in detail. Of course I thought an author had to make the truth selective and dramatic, and that is what I did."

Simon & Schuster have in no way lost faith in the book. When they were considering its publication Miss Lowell's literary agent, her parents and her husband all presented facts and letters which indicated that the story was fundamentally sound. They sent the manuscript to William McFee and Captain Felix Riesenberg who went out of their way to praise it. First hand inquiries among marine authorities in California brought forth further documentary data to substantiate the narrative. "We now discover," they write, "that there is a considerably larger element of romanticised fact interwoven with the underlying sequence of truthful narrative than we had at first realized, but after the most careful scrutiny we are still satisfied that the essential honesty of Joan's yarn remains unassailable."

George T. Bye, Miss Lowell's agent, announced that since her father is so important a figure in the situation she would not submit to interviews until her father arrived in New York. She made her radio debut on Tuesday night over the net work of the National Broadcasting Company but she made no explanation of her position. A program, a dramatic and musical version of the book was broadcast.

In the meantime the Book-of-the-Month Club, which selected "The Cradle of the Deep" as its March volume, is conducting its own investigation to prove the authenticity of the story and it has intimated that if its investigation should prove one necessary, an apology will be sent to the Club's members.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in brackets, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Abbott, George, and Bridges, Ann Preston

The acting edition of *Coquette*; a play in three acts. 93p. il., diags. D (French's standard lib. ed.) c.'26, '29 N. Y., S. French pap. 75 c.

Addison, Joseph

Essays (selected); introd. by Theodore O. Wedel. 436p. D (Modern readers' ser.) c. N. Y., Macmillan 80 c.; half lea., \$1.25

Adler, Alfred

The case of Miss R.; the interpretation of a life story; tr. by Eleanore and Friedrich Jensen. 328p. O [c.'29] N. Y., Greenberg \$3.50

Parts of a young girl's life told to a psychoanalyst, accompanied by a running psychological commentary.

Anderson, A. Helen

The school-built annual; a text book on the supervision, editing, business management, and compilation of school year books. 77p. il. (pt. col.), diags. Q [c.'28] [Denver, Col., Welch-Haffner Co.] bds. \$3.50

Anderson, V. V., M.D.

Psychiatry in industry. 379p. D c. N. Y., Harper \$4

Psychiatry applied to personnel work by the director of medical research of R. H. Macy & Co.

Aurand, A. Monroe, jr.

The "pow-wow" book [lim. ed.] 74p. (bibl.) il. O c. Harrisburg, Pa., Aurand Press \$2.50; signed \$5

"A treatise on the art of 'healing by prayer' and 'laying on of hands,' etc., practised by the Pennsylvania Germans and others; testimonials; remarkable recoveries; popular superstitions, etc., including an account of the famous 'witch' murder trial at York, Pa."

Austin, Frederick Britten

A saga of the sword. 329p. D '29 c.'27 N. Y., Macmillan \$2.50

Stories based on various phases of war and their exponents during the history of the world.

Ayres, Ruby Mildred [Mrs. Reginald William Pocock]

Charity's chosen. 254p. D (Popular copyrights) [c.'26] N. Y. [Grosset] 75 c.

Barker, Captain F. C., and Danforth, John S.

Hunting and trapping on the upper Magalloway River and Parmachenee Lake; rev. ed. 238p. il., map D [c.'29] Bost., Lothrop \$2

Baskervill, Charles Read

The Elizabethan jig, and related song drama. 652p. (bibl. footnotes) front. O [c.'29] Chic., Univ. of Chic. Press \$5

Beedome, Thomas

Select poems, divine and humane [lim. ed.] 55p. D '28 [N. Y., Random House] pap. \$6 bxd.

Selections from a 17th century poet printed at the Nonesuch Press in England.

Benda, Julien

Belphegor; tr. by S. J. I. Lawson; introd. by Irving Babbitt. 165p. (bibl. footnotes) D c. N. Y., Payson & Clarke \$2

Essays on French society, art and literature.

Bessey, Mabel Abbott, and Ryan, Monica D., comps.

Literary by-paths; a collection of essays. 374p. il. D (Stratford ser.) [c.'28] Chic., Lyons & Carnahan \$1.20

A text book for English composition.

Bevan, Edwyn

Sibyls and seers [philosophy]. 189p. O '29 Cambridge, Mass., Harvard \$2.50

Beza, Marcus

Rays of memory; tr. by Mrs. Lucy Byng. 149p. D '29 N. Y., Dutton \$2.50

Autobiographical sketches by a Roumanian now lecturing at the University of London.

Alexander, Harry Louis

Bronchial asthma; its diagnosis and treatment. 171p. (bibls.) il. diags. D '28 Phil., Lea & Febiger apply

Alexander, Magnus Washington

Mechanization of industry and economic and social

progress. 56p. diags. O (Annual report; 12th) [c.'28] N. Y., Nat'l Industrial Conference Bd. apply

Bassett, Edward Murray, and Williams, Frank B.

Zoning cases in the United States. 59p. Q '28 N. Y., Regional Plan of N. Y. & Its Environs apply

Blake, William

Songs of experience. 36p. O '28 Yellow Springs, O., Kahoe & Co. bds. \$1

Bramblett, Agnes Cochran

Legend of the weaver of paradise [yerse]. 136p. S [c. '28] Macon, Ga., J. W. Burke Co. bds. \$1.50 bxd.

Brees, Paul Rexford, and Kelley, Guy Vernon

Modern speaking. 272p. D '28 Chic., Follett Pub. Co., 1249 S. Wabash Ave. fab. \$1.60

Brown, Ina Corinne

Training for world friendship; a manual in missionary education for leaders of young people. 203p. (13p. bibl.) D c. Nashville, Tenn., Cokesbury Press \$1

Browne, Edward Granville

A literary history of Persia; 4 v. various p. (bibls.) il. O '28 [N. Y., Macmillan] \$7 ea. Now published in a uniform binding by the Cambridge University Press, in England.

Brummitt, Dan Brearley

Shoddy. 337p. D (Popular copyrights) [c. '28] N. Y., Grosset 75 c.

Burroughs, Edgar Rice

The master mind of Mars; being a tale of weird and wonderful happenings on the red planet. 312p. il. D (Popular copyrights) [c. '28] N. Y., Grosset 75 c.

Campbell, Mrs. Alice Ormond

Juggernaut. 349p. D (Popular copyrights) [c. '28] [N. Y., Grosset] 75 c.

Claude, Paul H.

International rivalries in Manchuria, 1689-1922; 2nd ed. rev. 321p. (bibl.) O '28 Columbus, O., Ohio State Univ. Press \$3

Cleveland, Mrs. Harlan

Mother Eva Mary, C.T.; the story of a foundation. 202p. il. O [c. '29] Milwaukee, Morehouse Pub. Co. \$3
Life of the founder of the Bethany Home in Glendale, Ohio.

Cobb, Irvin Shrewsbury

Ladies and gentlemen. 308p. D (Popular copyrights) [c. '24-'27] N. Y. [Grosset] 75 c.

Collins, Joseph

The doctor looks at love and life. 279p. O (Star b'ks.) [c. '26] Garden City, N. Y., Garden City Pub. Co. \$1

Colvin, Stephen Sheldon, and Bagley, William Chandler

Human behavior; a first book in psychology for teachers; 2nd ed., rev. 345p. (bibls.) front. (por.), diagrs. D '29 c. '13, '29 N. Y., Macmillan \$1.60

Conner, Walter Thomas, D.D.

The Epistles of John; their meaning and message. 214p. (bibl. footnotes) D [c. '29] N. Y., Revell \$1.75

Copy, 1929; stories, plays, poems and essays selected from the published work of students in the special courses in writing, University Extension, Columbia University 375p. D c. N. Y., Appleton \$2

Crowther, Samuel

The romance and rise of the American tropics. 407p. il., map O c. Garden City, N. Y., Doubleday, Doran \$5
The American commercial conquest of the countries about the Caribbean.

Daisy, Princess of Pless

Daisy, Princess of Pless; by herself; ed. by Major Desmond Chapman-Huston. 529p. il. O [c. '23, '29] N. Y., Dutton \$5

The autobiography of an Englishwoman married to a German prince presents a picture of diplomatic and military life in Germany during the war.

Dante Alighieri

My favorite passages from Dante; comp. by John T. Slattery. 313p. O '29 N. Y., Devin Adair Co. \$3.75

Davis, Eugene N.

The axe with three nicks; a Vermont novel. 185p. il. D [c. '29] Bost., Christopher Pub. House \$2.50

Davis, Helen E.

Tolstoy and Nietzsche; a problem in biographical ethics; foreword by John Dewey. 285p. (3p. bibl.) D (New Republic's dollar b'ks.) c. N. Y., New Republic pap. \$1

Dow, Grove Samuel

Society and its problems; an introduction to the principles of sociology; 3rd ed. rev. 720p. (bibls.) D [c. '20-'29] N. Y., Crowell \$3

Brown, Lela T., and Irwin, Robert B.

Insurance underwriting; a study of the business in its relation to blind agents. 52p. (bibl.) O (Amer. Found. for the Blind, vocat'l research ser., no. 1) '28 N. Y., Amer. Found. for the Blind 50 c.

Campana, Dominick M.

The teacher of mechanical drawing; for high schools, manual training schools, technical schools, etc. 96p. il. D (Campana's popular art lib.) c. '28 Chic., D. M. Campana Art Co. apply

The teacher of photo painting; varied methods of painting photos on paper, canvas, ivory, china, glass, etc. 95p. il. D (Campana's popular art lib.) [c. '28] Chic., D. M. Campana Art Co. apply

Cartwright, Charles Merritt

Fire insurance from the standpoint of a policyholder. 38p. O '28 Chic., La Salle Extension Univ., Mich. Blvd. & 43rd St. apply

Clark, Le Roy Walter

Mechanics for engineers. 200p. diagrs. O '28 Balt., Waverly Press apply

Coate, Lowell Harris

The patriotism of peace. 153p. S c. Newllano, La., Llano Pub'ns pap. 50 c.

Contributions to Canadian economics; v. 1, 1928. 100p. (32p. bibl.) diagrs. O (Univ. of Toronto studies, hist. & economics) '28 Toronto, Univ. of Toronto Lib. pap. 50 c.

Cox, Glen Nelson

The submerged weir as a measuring device; a method for making accurate stream flow measurements that involve small loss of head. 153p. (bibl.) il., diagrs. O (Univ. of Wis. bull., Engineering Experiment Sta. ser. no. 67) '28 Madison, Wis., Univ. of Wis. Engineering Experiment Sta. pap. 75 c.

Day, Edmund Ezra, and Thomas, Woodlief

The growth of manufactures 1899 to 1923; a study of indexes of increase in the volume of manufactured products. 205p. diagrs. O (U. S. Bur. of Census monographs, 8) '28 Wash., D. C., Gov't Pr. Off., Sup't of Doc. \$1.35

Drinkwater, John

Bird in Hand; a play in three acts. 88p.
D '29 c. '27 Bost., Houghton \$1.50
Recently produced in New York.

Dunn, Robert Williams

Labor and automobiles. 224p. (3p. bibl.) il.
D (Labor and industry ser.) [c. '29] N. Y.,
Internat'l Publishers \$2
Automobile corporations and their workers today,
and the background of the automobile industry.

Elias, Mrs. Edith L.

The young folk's book of polar exploration.
295p il. (pt. col.), maps O (Romance of
knowledge ser.) 29, c. '28 Bost., Little, Brown
\$2

Evans, Ivor Leslie

The British in tropical Africa; an histori-
cal outline. 404p. (4p. bibl.) maps, diagrs. D
'29 [N. Y.] Macmillan \$4.50

Fishbein, Morris, M.D.

The human body and its care. 27p. (bibl.)
front. (por.) S (Reading with a purpose, no.
47) c. Chic., Amer. Lib. Ass'n.
50 c.; pap. 35 c.

Fitch, A. L.

Fundamentals of physics. 352p. il., diagrs.
O [c. '29] N. Y., Crowell \$2.50

Fletcher, Joseph Smith

I'd venture all for thee! a romance of the
Yorkshire coast, 1746. 313p. D (Popular copy-
rights) [c. '28] [N. Y., Grosset] 75 c.

**Foote, Anna Elizabeth, and Skinner, Avery
Warner**

Explorers and founders of America; rev
ed. 310p. il., maps D [c. '07, '29] N. Y., Amer.
Bk. 92 c.

Ford, Antoinette E.

My Minnesota. 416p. il., maps D [c. '29]
Chic., Lyons & Carnahan \$1.28
A history for children.

Forster, Edward Morgan

Howard's End. 393p. D (Sundial lib.) [c.
'21] Garden City, N. Y., Garden City Pub.
Co. \$1

Foster, Robert Frederick

Bridge for advanced players. 334p. diagrs.
O [c. '29] N. Y., Greenberg \$2.50
"A complete exposition of the modern theory of
distribution and approaching bids with the latest
rules and scoring for contract bridge."

Garland, Hamlin

A daughter of the middle border. 419p.
D (Novels of distinction) [c. '21] [N. Y.]
Grosset \$1

Garrison, Fielding H.

History of medicine; 4th ed. 996p. il. O '29
Phil., Saunders \$12

Giddings, Franklin Henry

The mighty medicine; superstition and its
antidote; a new liberal education. 147p.

(bibl. footnotes) D c. N. Y., Macmillan

The author, a professor in Columbia University
since 1894, writes about the new education. \$2.50

Gilmore, Melvin Randolph

Prairie smoke. 221p. il., map. D c. N. Y.,
Columbia Univ. Press bds. \$2.50
Legends of the North American Indians and their
background.

Glenn, Isa [Mrs. S. J. Bayard Schindel]

Little pitchers. 304p. D (Novels of dis-
tinction) [c. '27] [N. Y.] Grosset \$1

Gold, Howard R.

Bible stories told again; introd. by Luther
A. Weigle. 160p. il. D [c. '29] N. Y., Revell
\$1.50

Gottschalk, Louis Reichenthal

The era of the French Revolution (1715-
1815); ed. by James T. Shotwell. 519p. (15p.
bibl.) maps (col.) diagrs. (pt. col.) O [c. '29]
Bost, Houghton \$4; students' ed., \$3
A survey of European history of the 18th century
to serve as a background for more detailed study
of the Napoleonic period.

Goudie, Coila Ninon

Personality and power, physical and spir-
itual. 316p. front.(por.) D [c. '28] Richmond,
Ind. [Personality Press, 130 S. 15th St.]
\$2.95

Graeme, Bruce, pseud.

Hate ship. 299p. D (Popular copyrights)
[c. '28] N. Y., Grosset 75 c.

Green, Bert

Love letters of an interior decorator; ro-
mantic outbursts of a bootlegger; il. by the
author. 184p. D '29, c. '27, '28 N. Y. Stokes
bds. \$1

The riotous epistles of Mike in the big city writ-
ten in his own vernacular to his girl friend Marg
of "Mooch Chunk."

Green, Julian

The closed garden; tr. by Henry Longan
Stuart; introd. by André Maurois. 407p. D
(Novels of distinction) [c. '28] N. Y., [Gros-
set] \$1

Groves, Ruth Dewey

When a girl loves. 295p. D (Popular copy-
rights) [c. '28, '29] N. Y., Grosset 75 c.

Guild, Lewis Thurber

The cosmic ray in literature. 245p. D c.
Nashville, Tenn., Cokesbury Press \$2
Essays on the divine in human nature as found
in great pieces of literature.

Hackett, Francis

Henry the Eighth. 463p. il. O c. N. Y.,
Liveright \$3

The history of the reign of a dynast whose desire
for a male heir carried him through six turbulent
marriages.

Hamilton, Walton Hale

Economics. 48p. (bibl.) S (Reading with a
purpose, no. 5) c. Chic., Amer. Lib. Ass'n
50 c.; pap., 35 c.

Dewey, John

An appreciation of Henry George. 8p. T [n. d.]
N. Y., Rob't Schalkenbach Found., 11 Park Pl.
pap., \$1 per hundred

Elliott, Blanche Paine

Games, stunts, socials and parties; for use in
school, church and community organizations. 197p.
S [c. '29] Dayton, O., Paine Pub. Co. pap. 60 c.

Harper, Wilhelmina, ed.

The girl of Tiptop, and other stories; selected from the "Youth's Companion." 342p. il. O (Atlantic Mo. Press pub'n.) '29, c. '24-'29 Bost., Little, Brown \$2

Twenty-eight stories for girls.

Hart, Joseph Kinmont

A social interpretation of education. 478p. (22p. bibl. notes) O (Amer. social science ser.) [c. '29] N. Y., Holt \$4.50

Analyzing education with an eye to what it should do for the individual and why present day education falls short of this goal.

Harvard studies in classical philology; v. 39.

131p. O '29 Cambridge, Mass., Harvard \$2

Hazard, Paul

Stendhal (Henri Beyle); tr. by Eleanor Hard. 321p. O c. N. Y., Coward-McCann \$3

A biography of the French novelist.

Healy, William, and others

Reconstructing behavior in youth; a study of problem children in foster families. 345p. O (Judge Baker Found. pub'n. no. 5) c. N. Y., Knopf \$3.25

Compiled from the actual records of 501 young people.

Hegel, Georg Wilhelm Friedrich

Hegel's science of logic; 2 v.; tr. by W. H. Johnston and L. G. Struthers. 404p.; 486p. (bibl.) O (Lib. of philosophy) '29 N. Y., Macmillan \$10

Herrmann, Eva

On parade; caricatures; ed. by Erich Poselt; contributions by prominent authors. 189p. il. (bibls.) O c. N. Y., Coward-McCann bds. \$3

Caricatures of prominent American authors, with lists of their works, and remarks by the authors themselves.

Hershberger, Charles Edgar

Our refuge. 142p. D [c. '29] Balt., Author, 516 N. Charles St. fab. \$1.50

Religious essays.

Heywood, Gerald G. P.

Charles Cotton and his river. 200p. il. Q '29 N. Y., Derrydale Press \$10

Holstius, Edward

Gold dust. 311p. D '29 N. Y., Duffield bds. \$2

An English novel whose main character is George Danecourt, a dashing homewrecker.

Horn, John Louis

Principles of elementary education. 405p. (bibls.) D (Century educ. ser.) [c. '29] N. Y., Century \$2

A survey of American elementary education.

Howard, Daniel, and Brown, Samuel J.

The United States; its history, government and institutions; rev. 358p. (bibls.) il., maps D [c. '29] N. Y., Appleton \$1.50

Howlett, Walter M., ed.

Religion, the dynamic of education; a symposium on religious education. 183p. D c. N. Y., Harper \$1.50

Hubbard, Theodora Kimball, and McNamara, Katherine

Manual of planning information. 112p. Q '29, c. '23, '28 Cambridge, Mass., Harvard \$4.50

Including "Manual of Information on City Planning and Zoning," 1923, by Theodora Kimball, and "Supplement Planning Information Up-to-Date" by Theodora Kimball Hubbard and Katherine McNamara.

Hueston, Ethel Powelson [Mrs. E. J. Best]

Ginger and Speed. 308p. D [c. '29] Ind., Bobbs-Merrill \$2

Ginger Ella's mythical Home for the Blind unexpectedly materializes.

Hulbert, Archer Butler

Frontiers; the genius of American nationality. 276p. O c. Bost., Little, Brown \$3

An interpretation of American historical expansion, physical and spiritual.

Hutchins, Grace

Labor and silk. 192p. (3p. bibl.) il., map, diagrs. D (Labor and industry ser.) [c. '29] N. Y., Internat'l Publishers \$2

The status of the laborer, a history of strikes and other important crises, and a general survey of the silk manufacturing industry. The first volume in a new series prepared by the Labor Research Association.

Huxley, Aldous Leonard

Crome yellow. 307p. S (Sun dial lib.) [c. '22] Garden City, N. Y., Garden City Pub. Co. \$1

Hyde, Dr. Roscoe, ed.

De Lamar lectures, 1927-1928. O '29 Balt., Williams & Wilkins \$5

Fidlar, E.

A report of experiments indicating some new factors in respiration. 77p. (bibl.) diagrs. O (Univ. of Toronto studies, physiological ser. no. 98) '28 Toronto, Univ. of Toronto Lib. pap. 50 c.

Hackh, Ingo Waldemar Dagobert

Chemical reactions and their equations; 2nd ed. rev. 155p. il. D [c. '28] Phil., Blakiston apply

Hardy, Marjorie, and others

My book; bks. 1 to 5; related reading activities for use with the readers of the Child's own way ser. various p. il. D c. '29 Chic., Wheeler Pub. Co. pap. apply

Hatcher, Robert A., and others, eds.

Useful drugs; a list of drugs selected to supply the demand for a less extensive materia medica, with a brief discussion of their actions, uses and dosage; 7th ed. rev. 172p. S [c. '28] Chic., Amer. Medical Ass'n, Council on Pharmacy & Chemistry apply

Hauch, Edward F., comp.

German idiom list; selected on the basis of frequency and range of occurrence. 209p. (3p. bibl.) O (Amer. & Canadian Committees on Modern Language pub'n's, v. 10) c. N. Y., Macmillan pap. 60 c.

Hernan, William James

"What you want to say and how to say it" in French [rev. ed.]. 76p. Tt [c. '20, '28] Phil., Macrae Smith pap. apply

Hess, Julius Hays

Feeding and the nutritional disorders in infancy and childhood; 6th rev. ed. 580p. il. diagrs. (pt. col.) O '28 Phil., F. A. Davis apply

Hill, Norman Llewellyn

Post-war treaties of security and mutual guarantee. 30p. D (Internat'l Conciliation, no. 244) '28 N. Y., Carnegie Endowment for Internat'l Peace apply

Hopkins, Mary Della

The employment of women at night. 91p. (bibl.) O (Women's Bureau bull. 64) '28 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 15 c.

Irving, Washington

The sketch book; introd. by Talcott Williamson. 497p. il. D (Modern readers' ser.) c. N. Y., Macmillan
80c.; half lea., \$1.25

Johnsen, Julia E., comp.

Financing of state highways. 209p. (18p. bibl.) D (Reference shelf, v. 4, no. 1) '29 N. Y., H. W. Wilson 90 c.
Interscholastic athletics. 182p. (15p. bibl.) D (Reference shelf, v. 6, no. 2) '29 N. Y., H. W. Wilson 90 c.

Johnson, Merle De Vore, ed.

American first editions; bibliographic check lists of the works of one hundred and five American authors [lim. ed.] 250p. O c. N. Y., R. R. Bowker Co. \$12.50
How to identify the first editions of the most important American authors.

Keck, Maud, and Orbison, Olive

The key to the casa. 300p. D c. N. Y., Ives Washburn \$2
A key thrown over a wall to Niel Winton brings him mysterious adventure and romance in old Manila.

Kennedy, Anna R.

Bible plays out of the east; being seven episodes related to the life of Christ from Christmas to Easter. 62p. D c. N. Y., Womans Press pap. 60 c.

Köhler, Wolfgang

Gestalt psychology. 413p. (bibls.) O c. N. Y., Liveright \$4
The first presentation in English of Dr. Köhler's new psychological theory.

Kranzthor, Max

Spartacus [a play]. 66p. D [c.'29] Bost., Christopher Pub. House \$1.25

Kutchin, Victor

The strange case of John R. Graham. 120p. O c. N. Y., Dean & Co. \$2
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The story of a boom-town on the western prairies of Canada, of the three men, Dan, Bill and Joe, and Flossie, whom Dan married.

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Lummis, Charles Fletcher

The Spanish pioneers and the California missions; new and enl. ed. 341p. il., map D '29, c.'93-'29 Chic., McClurg \$3

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The Arctic rescue; how Nobile was saved; tr. by Alma Luise Olson. 221p. il., map O '29 c.'28, '29 N. Y., Viking Press \$3
The Swedish pilot who rescued Nobile tells his version of the catastrophe and the expedition of the Swedish rescue party.

Lusk, Graham

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Hosmer genealogy; descendants of James Hosmer who emigrated to America in 1635 and settled in Concord, Mass. 276p. il., maps O '28 Cambridge, Mass., Technical Composition Co. apply

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Understanding women; a popular study of the question from ancient times to the present day; tr. by Arthur G. Chater; foreword by Ernest Boyd. 339p. (3p. bibl.) diagrs. D [n. d.] N. Y., Elliot Holt \$3

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Simon the Cross-bearer; an outsider's view of the Christ who was crucified. 58p. D [c. '29] N. Y., Revell bds. 60 c.
Christ as He appeared to Simon the Cyrenian.

Woods, George Benjamin, ed.

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The author is professor of rural social science, State College of Washington.

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Old and Rare Books

Frederick M. Hopkins

SEVERAL incomplete or conflicting stories have been told of the discovery of the three letters written by Abraham Lincoln to Mary S. Owen. H. M. Sender writes to us as follows: "I am giving you herewith the true story of the unearthing of these letters so that you can make the proper correction. About the 10th of August, 1928, Mr. A. B. MacDonald, who several years ago was connected with the *Kansas City Star*, but who at the time was not in their employ, and myself made a book buying tour through this section of Missouri. We stopped in the

town of Weston and, in a café there, was told by the proprietor that a Mrs. H. C. Cunningham resided in that city and that she was a daughter of Mary Owen, and if we wanted to see some interesting Lincoln items we should call on her, so we did. We found Mrs. Cunningham at home and was informed by her that her Lincoln letter, which was given to her by her mother, was in her safety deposit vault of the First National Bank in Kansas City, Mo. At the time she told us of two other Lincoln letters. One of these letters happened to be owned by the wife of one of

my best friends, the late Jesse J. Vineyard. A few days later, at my request, she brought this letter out to my home for my inspection and at the same time told me that they were not for sale. This is the whole story." Mr. Sender is the senior partner in the firm of H. M. Sender & Company, booksellers, Kansas City, Mo.

A LIBRARY of Americana collected by George W. Paullin of Evanston, Illinois, comprising rare Indian captivities, scarce Chicago imprints, early Illinois history, middle and far west and southwest, and California material, Lincolniana, and American politics, forming Part I, was sold at the American Art Galleries, April 2 and 3, bringing \$24,084.50. Although the library generally contained desirable material, only a small percentage was really unusual or rare. The highest price, \$1,200, was paid for J. W. Audubon's "Illustrated Notes of An Expedition Through Mexico and California," with colored lithograph plates, New York, 1852, a presentation copy from the author to Daniel Huntington. A few of the rarer lots and the prices realized were the following: Venega's "A Natural and Civil History of California," etc., 2 vols., 8vo, London, 1759, one of the earliest and most important works on California history, \$130; "Constitution of the State of California," 19 pp., 8vo, stitched, uncut, in morocco case, San Francisco, 1849, the State's first printed constitution, \$260; A. B. Clarke's "Travels In Mexico and California," etc., 12mo, original cloth, Boston, 1852, \$200; Samuel de Champlain's "Les Voyages de la Nouvelle France Occidentale, Dict Canada," small 4to, levant morocco by Chambolle-Duru, Paris, 1632, \$390; David D. Griswold's "Statistics of Chicago," 8vo, 24 pp., yellow wrappers, Chicago, 1843, apparently the only known copy in original wrappers, \$340; "A Narrative of the Late Massacres, in Lancaster County," etc., 8vo, sewed, uncut, Philadelphia, 1764, attributed to Benjamin Franklin, \$320; Louis Hennepin's "A New Discovery of a Vast Country in America," etc., with maps and plates, original calf, London, 1698, first issue of the first edition, \$230; Panther's "A Very Surprising Narrative of a Young Woman discovered in a Rocky Cave," etc., 12 pp. 16mo, new wrappers, in

case, Windsor, 1794, rare Indian captivity, \$280; Dawson and Skiff's "The Ute War," etc., with maps, portraits and views, 8vo, half morocco, Denver, 1879, almost unknown Indian captivity, \$675.

WALTER TOSCANINI, only son of Arturo Toscanini, the famous orchestral conductor, rare book dealer of Milan, Italy, has been at the Hotel Astor in New York for several weeks with a collection of ancient books and manuscripts, some of which he will deliver to collectors who have commissioned him to buy them, and others which he will offer to libraries which have asked to see them. One of the finest items in his collection is a manuscript of Petrarch's poetry by Gerhard done in 1446 from the Strozzi Library.

A curious item is a first edition of the first printed encyclopedia by Bartholomeus Anghius. A tiny edition of Dante, printed in 1511 in microscopic handset type is another curio. A study of the life and habits of the bee, written and printed in the Middle Ages, contains some interesting illustrations. There is a considerable group of ancient books of travel, especially voyages of Italian navigators to the newly discovered Continent of America. Mr. Toscanini has with him a part of the Fairfax Murray collection of old mystery and miracle plays assembled at Florence and recently broken up. Of course, he has included some musical rarities, that his father and friends are greatly interested in.

One of these, dated 1571, is Zarlinoda Chioggia's "Harmonic Demonstrations," "bearing many corrections and marginal notes by Chioggia himself. Mr. Toscanini is, first of all, an enthusiastic book lover, and the interest he takes in his rarities is contagious. He regards his business as the most fascinating in the world. After spending an hour with Mr. Toscanini and his treasures, one is quite disposed to agree with him.

THE number of special and private presses in England devoted to making finely printed books steadily increases. In the recent bibliography of special modern presses published by the First Edition Club of London over 80 presses were included and this list is by no means complete. Another candidate for collectors' favor es-

published "with the principal object of producing literary works of high merit not otherwise easily accessible," is the Aquila Press whose first list has just been issued. All type will be hand-set and books hand-printed in strictly limited editions. One of the early productions will be an edition of the works of Gerard de Nerval, translated by Richard Adlington. Other items include Christopher Marlowe's "Edward the Second"; Sir John Mandeville's "Travels"; Shelley's "The Cenci"; Defoe's "Roxana"; Francis Bacon's "The Wisdom of the Ancients"; Edmund Burke's "The Sublime and the Beautiful"; and the "Odes of Confucius."

A COLLECTION of illuminated manuscripts, French illustrated books, and fine old and modern bindings, the property of Baron Van Zuylen of Liege, Belgium, was sold at Sotheby's, in London, March 21 and 22, bringing £23,275. The highest price, £2,850, was paid for a finely decorated Flemish Book of Hours of the fifteenth century, on 244 leaves, and with seventeen full page miniatures with full

borders introducing smaller miniatures. Next came a very fine copy of the "Suite d'Estampes pour servir a l'Histoire des moeurs et du costume des Francois, dans le dixhuitieme Siecle," a large folio with twelve very fine plates after Treudeberg and J. M. Moreau le jeune, the three series, 1777-84. This brought £2,800. Prices generally were high and were helped along by American competition.

AN unusual and interesting lot of books will be sold by the American Art Galleries, April 24, when the art library of the late Howard Reifsnyder, whose early collection of American furniture is famous and much of which was for a long time on view at the Pennsylvania Museum of Fine Arts, will be dispersed in a single session sale.

The art library will have a separate catalog comprising 235 lots of books, etchings and prints, of which 75 are very rare volumes on furniture and cabinet making. Some of these volumes are not in the best museums, and are said not to exist outside of the Reifsnyder collection.

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